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Incidence of trust in corporate value generated by ICT in commerce and services microbusinesses

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Abstract: The main objective of this study is to identify the impact of trust on the construction of corporate value in commerce and services microbusinesses. This work is based on identifying the challenges faced by SMEs (Small and Medium-sized Enterprises), which are conditioned by the type of business and the regulatory and incentive variables that exist in the territory, affecting their permanence and stability in the market and their financial and commercial development. A local study is carried out in Bogotá, Colombia, through a descriptive research project, using a quantitative analysis method (SPSS) to process data obtained from local microbusinesses. As a result, it was observed that trust has a discrete impact on the creation of corporate value, which is created from the use of ICT (Information and Communication Technology). This leads to the recognition that it is necessary to strengthen horizontal networks with suppliers, clients, and similar businesses, as well as vertical networks with entities and public associations, to generate lasting and strong links that increase the competitiveness of these business units in the face of exogenous risks shaped by the social, economic, and cultural characteristics of the territory, which are increasingly conditioned to the use of communication technology.

Keywords: trust; ICT; corporate value; networks; competitiveness

1. Introduction

The rapid development of information and communication technologies, from now on ICT (Information and Communication Technology), permeates economic activities in producing and marketing goods and services (Escorcia Guzman et al., 2022). This correlation affects the generation of links between providers and consumers, relationships that meet the market's expectations according to the consumption capacity and the corresponding market segment. In this sense, the business sector is identified as a source of economic and social development permeated by ICT worldwide, in the current context of the market economy (Roll, 2010). From this perspective, at a global level, we seek to generate internal dynamism in each country, which responds from its endogenous capabilities to the demands of the local economic sector through the generation of networks of trust that energize traditional consumption models by increasing the use of information technologies that enhance lasting relationships based on trust. In this sense, in terms of OECD (2017) the private sector, to increase competitiveness in microbusinesses or SMEs (Small and Medium-sized Enterprises), needs to identify ICT strategies that favor the strengthening of commercial skills in micro-businesses, as well as the optimization of

processes and the generation of networks as the basis of associativity, to increase the presence in the local market of these business units, expressed in greater corporate value (Chaudhary et al., 2021).

Microbusinesses, as a category of SMEs, have high relevance in the microeconomic factors of the territories, in dimensions such as employment generation, taxation, and participation in the total of formalized companies, as well as their impact on the Gross Domestic Product GDP; for Latin America, on average, this has had an impact of 25%, while for member countries of the European Union, its contribution is 56% in recent years in terms of Correa et al. (2020).

In the particular business context of the city of Bogotá, SMEs, i.e., micro, small, and medium-sized enterprises, represent 79% of the total number of companies in the territory, playing a relevant role as a source of employment generation, In the same way, they stimulate innovation and the circulation of financial resources from the supply of a high number of goods and services, In this scenario, SMEs, microenterprises, and small businesses create 65% of employment and represent 35% of the Gross Domestic Product GDP of the city (ANIF and Santa María-Salamanca, 2021), Under this scenario, we highlight that SMEs are highly influential in the territory's economic development and are therefore recognized as a relevant agent in endogenous development.

At the country level, SMEs in Colombia face a scenario of a high degree of uncertainty regarding their survival in the medium and long term, due to, among other reasons, the state neglect and the lack of public programs and policies that strengthen their capacities in ICT, as well as the high degree of informality, mainly of microenterprises (El Nuevo, 2022), In this context, this study proposes a central problem identifying how the trust generated under the use of ICT fosters associativity, expressed in generating horizontal and vertical win-win networks, Thus, moderating the economic and social development of the territories and their economic actors how he puts it (Durston, 2000) influencing the capacity of microenterprises in the commerce and services sector in the city of Bogotá, in the generation of corporate value.

This problem is due to, among other reasons, the lack of public policies for support and training in ICT, ignoring its relevance in economic growth, as well as poor management in corporate management, leading in many cases to financial instability (Kyurova and Koyundzhiyska-Davidkova, 2021); similarly, a poor ability to generate differentiating value for its clients expressed in greater trust affects their participation in the market, conditioning their profits, and affecting the generation of associative networks (Sulistyo, 2022).

In this scenario, the central question arises: To what degree does the trust generated by ICT foster the generation of corporate value in microbusinesses of goods and services? For the development of the research process, we perform primary data collection, using an instrument based on The Great SME Survey (Second Semester 2020), which has 29 items applied to a sample of 385 microbusinesses, Likewise, three research hypotheses are proposed, which will be validated or falsified under statistical analysis.

2. Literature review

Today, faced with the exhaustion of the global financial system and its inequities, mainly in developing countries, SMEs have become a fundamental component for the development of economies at the local level, presenting themselves as a dynamic and flexible actor based on the use of ICT that allows responding to the inequities coming from the globalizing currents created by multinationals that seek the homogenization of the market (Stiglitz, 2006).

On average worldwide, SMEs have between 10 and 250 employees and operate in a formal environment (Buenaventura-Vera and Gudziol, 2020), many of them with regional and cross-border expansion, unlike microenterprises that on average have 1–10 employees and the majority of its activities and operations are informal and local (CEPAL, 2020), The debate on the degree of competitiveness of SMEs worldwide, widely discussed and relevant to current development discourses, allows us to observe that in general, at a global level, 95% of companies are SMEs (Ibarra Cisneros et al., 2017), In this environment, the term "competitiveness" is linked to employability, growth in sales, management of financial flows, customer loyalty and application of ICT in its management (Adijat, 2024).

The liberal capitalist model that has permeated the development of humanity since the Industrial Revolution, has shaped the productive relations of humanity, generating asymmetries in the economic growth of countries and at the same time, potentiating some of the accumulation of Wealth, from the development of extractive or manufacturing economic activities, has promoted business development, expressed in corporations of local and in many cases transnational scope, transforming the dynamics and processes of organizational management (Roll, 2010).

The entity, the existing link between business and economic development, is relevant in the development of a free-market economy where the recognition of the private sector as a development agent is legitimate, which is consolidated, among others, from the establishment of state policies, that promote the rights of free association and legitimate recognition of the generation of private agents with the capacity to generate profits and therefore wealth under a standard of legitimacy, shaped by internal rules of regulation and taxation that are instrumentalized within the framework of a proposed normative legal organization by the State, which encourages the creation of lasting relationships between private sector companies and the State under the dynamics of the physical, technological and infrastructure resources of the territory, as well as the recognition of the capabilities of generating added value and providing services of the different productive sectors of the territory (Zapata-Callejas and Chávez-Pinzón, 2018).

Following Villegas (2016), who addresses the evolution of economic thought within the framework of liberal economies, he has highlighted the relevance that private sector companies have in the context of development, identifying how since the beginning of the 20th century with the emergence of the serial production model and the increase in the generation of manufacturing which later in the twenties and later consolidated the Fordist model and business competition between large companies assumed as relevant actors of capital concentration mainly in the United States.

These corporations recognized due to their financial strength and brand positioning, their characteristics have influenced the behavior of the market, generating a good number of jobs but in many cases creating monopolies, overshadowing the possibility of small or local actors with a low level of competitiveness, companies that are located in the context of SMEs, which in the post-war context of the 1950s, are assumed to be entities that distort the market, and therefore, the process of economic development, a perspective that evolves and tends to change since the 1970s, from the global oil crisis where small and medium-sized companies achieve recognition and impact on economic growth mainly in growing economies, making visible their capacity to generate employment, their flexibility to adapt to change, generated by innovation based on advances in production and information technology, positively affecting economic growth (Hobsbawm, 2000).

Under the approaches (León-Gómez et al., 2022), due to its characteristics, according to its size and nature, the management model of SMEs and in particular microbusinesses is characterized by their rather limited capacity to access financial, technological, structural, operational, and organizational resources as well as their availability, of capital flow available for its operation (Hoyos Pontón, 2023), variables that limit the development of innovation and the consolidation of an operational structure that makes visible a solid business culture, which allows optimal operation of internal activities and processes, of the organization as well as in its production and marketing processes in front of the market and external agents, facing bottlenecks that affect the efficiency of the SME, this being one of the greatest weaknesses of microbusinesses, demonstrating a high risk of failure (Bravo-Geney, 2021).

This reality can be exacerbated in SME scenarios characterized as microbusinesses with less than 10 employees, recognized as smaller-scale manufacturing, services, or marketing units, which have limited capacity to participate with differentiating value in the market, identified obstacles that affect their processes, compared to the commercialization of goods and services or provision of services compared to large companies, observing an increase in risk (Kyurova and Koyundzhiyska-Davidkova, 2021). Likewise, microbusinesses assume risks of low market participation as a consequence of the low capacity to generate added value, as well as their limited contribution to economic growth, the high production costs they face as a consequence of their low capacity to generate a response to large market demands, factors that in recent years have influenced the competitiveness of SMEs combined with the need to strengthen human talent and access to financial and technological resources to be able to increase their productive capacity as stated by Hoyos Pontón (2023).

Yuwono et al. (2024) submits that the expansion and generation of SMEs mainly in developing countries, can be explained, among other causes, by high unemployment rates, low salaries, and the lack of public social policies to support citizens in unemployment conditions (Beteta and Moreno-Brid, 2012). Likewise, as a consequence of the current cultural revolution where people seek more freedoms and global mobility, people identify their competencies that are encouraged by the discourse of entrepreneurship, and in this way, they are potentially duplicated between types of business units in some cases favored by incentives or local development policies available in your territory (Alderete and Bacic, 2016).

Faced with this scenario, these state supports are important, however, they are not enough, new entrepreneurs must prepare to take on processes such as commercial feasibility studies, identify corporate risks, recognize the dynamism and characteristics of the market, market segmentation, set achievable objectives, optimize operating costs, promote relationships with suppliers, sales projection, sources of financing, differentiating value among others (Riffo et al., 2019), variables that, if recognized and planned, reduce the possibilities of failure and enhance the proper functioning of the microbusiness, these components must be addressed based on a strategic plan that provides identity and scope to the SME.

The consolidation of SMEs in many cases, arises for reasons that go beyond the simple decision of the entrepreneur to potentialize an idea; they are largely developed based on the experience acquired in many cases from having belonged as an employee to a large company, Size, generating spinouts created by former employees, generally from consolidated companies in the market (Sohail, 2021). However, this factor does not determine the real risk of surviving in the market as stated by Sterk et al. (2021), who affirm that in general terms, half of the companies that are created fail before reaching five years and those that manage to remain in the market grow at different rates based on various variables such as the size of the SME, its strategic allies, its capacity to differentiation and generation of corporate value among others, which leads to identifying the real risk of remaining or disappearing from the market and, at the same time, gaining size and positioning.

Faced with this reality, the debate on the degree of competitiveness of SMEs becomes visible, taking into account their structural corporate and management limitations, as well as the support they receive from the State's own public policies, variables that complicate the discussion of its relevance in the face of the discourses of contemporary economic development, generally observing that countries globally 95% of their companies are SMEs (Ibarra Cisneros et al., 2017) under this panorama, the degree of productivity, and employability can be problematized, economic growth, shaped by cultural variables, infrastructure, political decisions, and resources available at the country level, which have relevance in the macroeconomic environment, exhibiting a panorama of economic development largely dependent on the endogenous capabilities of SMEs and the political climate of the country, The territory where it is developed (Correa García, 2019) thus identifying the complexity to be able to analyze the real capacity of SMEs in the face of the country's competitiveness.

In most countries, including Colombia, companies are organized, according to their size into large, medium, small, and microenterprises, which are consolidated, according to the main economic activity they carry out, However, in the services sector, there is the largest number of companies' microenterprises, During the year 2022, a high number of new companies were registered before the Chambers of Commerce, which presented a dynamism consistent with what was observed as a global trend according to their size and the value of their assets, prioritizing 2022 for the consolidation of SMEs in more 90% at a general level (The Conference Board Leading Economic Index, 2023).

2.1. Microbusiness in context

The particular management model of microbusinesses differs greatly from larger companies, It is conditioned by the ability to access ICT resources, as well as their organizational models and capital flow, factors that condition the development of innovation and the consolidation of an operational structure that makes visible defined business management, which allows optimal management of both the internal processes of the organization and the links with external actors that favor corporate efficiency (Bravo Geney, 2021). Faced with this scenario, according to Dowling et al. (2019), microbusinesses face challenges such as uncertainty, and low capacity to generate added value, as well as their categorical contribution to economic growth, These factors in recent years have influenced national productivity, showing a weak strengthening of human talent and low availability of physical and technological ICT resources in these business units, unlike the potential availability of these resources in larger companies (Hoyos Pontón, 2023).

At the country level, it is observed that by economic activity in 2022 according to the Single Business and Social Registry (RUES), the registration of service companies increased, creating 131,664, which represents an increase of 5.9%, compared to the previous year, being greater expansion compared to other activities such as commerce 121,068, who showed a contraction of −4.4 in the creation of new companies or agriculture with 6012 who demonstrated a positive variation of 11% compared to the previous period, generating a total of 310,371 new business units of different sizes and economic activity created at the country level, likewise, the regulations and public policies which, like the national entrepreneurship policy, have strengthened the generation of SMEs in recent years starting in 2009 created under document CONPES 3527 of 2008 (Cuevas Oviedo, 2013).

To minimize these impacts, microbusinesses must undertake processes such as feasibility studies, identify corporate risks, strengthen networks, recognize the dynamism and characteristics of the market, segment it, optimize operating costs, strengthen bonds of trust with suppliers, plan sales projections, increase sources of financing, create differentiating value and strengthen trust with their clients (Schreier et al., 2020), In the Colombian environment, companies are organized according to their size into large companies where their total assets are greater than 30,000 COP (legal minimum wage), from now on (legal minimum wage), medium-sized companies with capital between 5001 and 30,000 COP (legal minimum wage), Likewise, we have small companies between 501 and 5000 COP (legal minimum wage) and finally microenterprises with total assets up to 500 COP (legal minimum wage) (Camara de Comercio de Bogotá, 2023).

Likewise, we observe that, due to economic activity in the context of the study in 2022, according to the Single Business and Social Registry (RUES), the registration of service companies increased, where 131,664, were created, This represents an increase of 5.9%, the largest expansion compared to other activities, such as commerce, with 121,068, which showed a contraction of −4.4 in the creation of new companies, or agriculture, with 6012, which showed a positive variation of 11% compared to the previous period; thus, a total of 310,371 companies of different sizes and economic activity were created at the national level (Camara de Comercio de Bogotá, 2023). In

regulatory terms, SMEs in Colombia have shown greater growth since the establishment of the National Entrepreneurship Policy in 2009, which was intended to encourage entrepreneurship and strengthen the generation of new companies. This policy is proposed under document CONPES 3527 of 23 June 2008, which establishes the national productivity and competitiveness policy (Cuevas Oviedo, 2013).

2.2. ICT networks and trust

Trust is considered one of the fundamental requirements of associativity that allows the consolidation of networks as an instrument of collective integration by common achievements (Granovetter, 1973), There are networks based on the recognition of the internal trust of a "Bonding" group, which promotes well-being and development only in members of their group, who enjoy a high level of consensus in their guidelines and regulations. Secondly, there are networks between "Bridging" groups, aimed at generating synergies between groups or economic sectors that are different in the public and spheres, minority groups or economic groups, with different degrees of vulnerability, which promote horizontal networks, Finally, there are networks of external "Linking" relations, which link local actors with external agents and the State, contributing to the collective and non-particular benefit of society, creating vertical networks (Lu and Peng, 2019).

ICT, as a variable in the process of marketing goods and services, are assumed to be a relevant factor in the generation of lasting relationships, since they minimize uncertainty and increase the immediacy and trust of the actors in the process, in terms of Dutton (2009), thus encouraging subsequent relationships that last over time. For their part, Roztocki et al. (2019) suggest that ICT are categorically linked to socioeconomic development, with a great boom in Southeast Asia and a lesser degree in Latin America and Africa, generating an impact on the economic dynamism of the businesses and services that employ them worldwide, impacting economic development as well as the management of their daily activities, enhancing better services and increasing the consumer's quality of life, recognizing trust as an axis of development as the basis for building networks.

Faced with the dynamism of networks and their potential, trust is assumed as a variable with a high impact on associativity; this is how in terms (Fukuyama, 2018): *"Trust is the expectation that arises within a community of normal, honest and cooperative behavior, based on common norms, shared by all members of said community"*. In this sense, trust is recognized as a social virtue, a source of generating links and mutual credibility.

2.3. Corporate value

The corporate values define the principles and identity of a company. They establish criteria for organizational culture, development of working capital activities, and the company's philosophy in the economic sector to gain a competitive advantage. These values also influence elements that align with organizational goals, shaping the business's image among clients, suppliers, and business allies. They reflect best practices in the industry, determining factors such as quality, recognition, and longevity in the market. As for corporate value, it is related to the ability to

demonstrate the business mission and vision founded on values that provide identity to the company. In this sense, corporate value creates a brand, becoming one of the greatest assets of organizations (Taher, 2023). Corporate values are based on the ethics and moral behavior of human beings in their collective interaction, recognized as rational attributes that shape the actions of people; they are considered their declaration and appropriation as the exclusive use of each company. These values arise from people, permeated by their culture, beliefs, and level of education (Carrero Morales, 2019).

Much of the corporate value represented in aspects, such as business ethics, has generated philosophical expectations among workers, clients, suppliers, sponsors, and competitors, who manage to establish social parameters to recognize the company's culture (González-Esteban, 2017). Microenterprises can develop under moral principles for the presentation of a service or the marketing of a product based on trust, complying with the conditions and behavior of the market, and responding to its capacity or use, in a fair manner for marketing under parameters equitable and social responsibility in the market and thus establish a close relationship with the client and its corporate identity (Cortina, 2005).

Likewise, product quality has been defined as the differentiating value of the specifications of the product or service, exceeding the customer's expectations for Mora-Contreras (2011). This is considered an evolutionary aspect, since the goods and services present elementary changes from the components, in the marketing of the articles, in the presentation for the launch of the product, or in the advertising communication itself that allows establishing the difference in the market, which can generate value in the short or long term, giving recognition to the company for users or clients who manage to identify with the company and establish the factors that allow the acquisition of products or services in the face of the conditions and needs of economic activity (Giese and Cote, 2000).

However, corporate value constitutes a set of actions that evolve, which requires innovative elements that integrate the social environment and the capacity of organizations to acquire new knowledge, inputs, equipment, processes, or schools of thought for the decisions they make. They transcend the results in short, medium, and long-term periods planned in a consensual manner to generate business value, and the organizational culture is articulated (Ward and Grundy, 1996).

Under these parameters, following Barrios-Pineda (2018), it is necessary to highlight the relevance that corporate values have in the consolidation and projection of the company. They are a philosophical pillar that, founded on trust, permeates the different areas of the organization, as well as the behavior of its employees expressed as the organization's intangible talent, which internally and externally affects the actions aimed at achieving established goals; these are behaviors that must align with the declared values and the actions carried out.

In the case of microenterprises, corporate value usually focuses on the quality of the service or product as a differentiating aspect in the market since it recognizes the needs, which adjusts to the conditions of the environment to offer what the client wants under their control, economic and social criteria (Méndez-Pinzón and Gomez-Osorio, 2017). Additionally, the corporate value of this level of entrepreneurs is related to the closeness and cohesion they have with customers, who constitute principles of loyalty,

which is aligned with trust factors, this reflects the closeness between the entrepreneur and consumers, who ultimately are the ones who justify the continuity of these organizations in the market (López-Lemus and De la Garza Carranza, 2019). Finally, trust becomes the moral ally for the company since it understands the essence of the organizational culture, which personalizes the economic entity and ensures that it is the factor of social interaction with customers (Mendoza-Woodman, 2022).

However, for microentrepreneurs establishing their solid business culture and ethical values can be crucial to building their corporate value since a positive reputation in the community guarantees harmony and business management to consolidate themselves in the market (Hernández and Castillo, 2021). Although there are three ways to create corporate value, according to Vives (2014), these are subject to the business characteristics and the company's ability to be aligned first with the conception of the product in the market, second with the redefinition of the value chain, and last in growth fields the constitution of clusters that are supported by companies created in spin-out and generate dynamization in the development of business practices in economic activity for fair trade (Daza-Corredor et al., 2018).

For Knox and Bickerton (2003), the conception of the product is related by microentrepreneurs to the brand of the good or service that already has recognition in the market or they create their brand to generate the relationship in the marketing of the product or service. The relevant characteristics that can be directly related to external communication are evaluated to guarantee corporate identity, translating distinctive values into strengths and weaknesses in the economic environment.

On the other hand, the conception of the product can be accompanied by the redefinition of the value chain that manages to establish the link with the client but that is subject to investment, planning, and organizational management that in the field of microenterprises is not defined and These structures are not enough and thus finally the corporate value becomes more complex to satisfy needs in not only national but also international markets (Vergiú-Canto, 2013).

Although in the last form of value creation among the same microentrepreneurs they present the generation of economic activities to social needs, they present creation phenomena that are related to the daily environment and favor the development of companies with pre-knowledge of interaction that is replicated in the spinout, however, the generation of corporate value must establish personalized factors which can become essential elements for the distinction compared to the references close to the products or services are known in the economic sector (Terán-Pérez et al., 2020). Consequently, it is recognized that corporate value is evident in the ability of companies to respond with notable practices in the market, which are perceived by clients and strategic suppliers who share the principles of business culture, Likewise, win-win links are created between actors that promote the generation of trust as the basis of the transactional process (Taher, 2023).

For Taher (2023), corporate value is assumed as a source of generating added value that is reflected in the construction of branding, directly affecting sales and customer loyalty rates, When the high corporate value is achieved, companies have a little turnover of their human capital, increase their sales and likewise, the increase in the percentage of subsequent satisfied customers persists. Finally, it is worth highlighting that corporate value is an incident factor in the generation of

organizational culture that directly affects the approach of tactical and operational strategies that guarantee development consistent with the particularities of the market, thus being a source of business development, and becoming an important challenge for SMEs since it affects the possibility of lasting over time.

3. Research methodology

This research is carried out under a correlational research approach that starts from identifying possible explanations or validation of hypotheses for a problem identified in this case in the context of SMEs to identify possible relationships between variables (Leech and Onwuegbuzie, 2007). To achieve this objective, a quantitative analysis is proposed, mainly, where primary and secondary data are collected from state entities and people who lead microbusinesses in the city of Bogotá through surveys and in-depth interviews, 5 large dimensions and their corresponding associated variables are identified, 29 of them affect the generation of corporate value from ICT, which are presented in the following **Figure 1**.
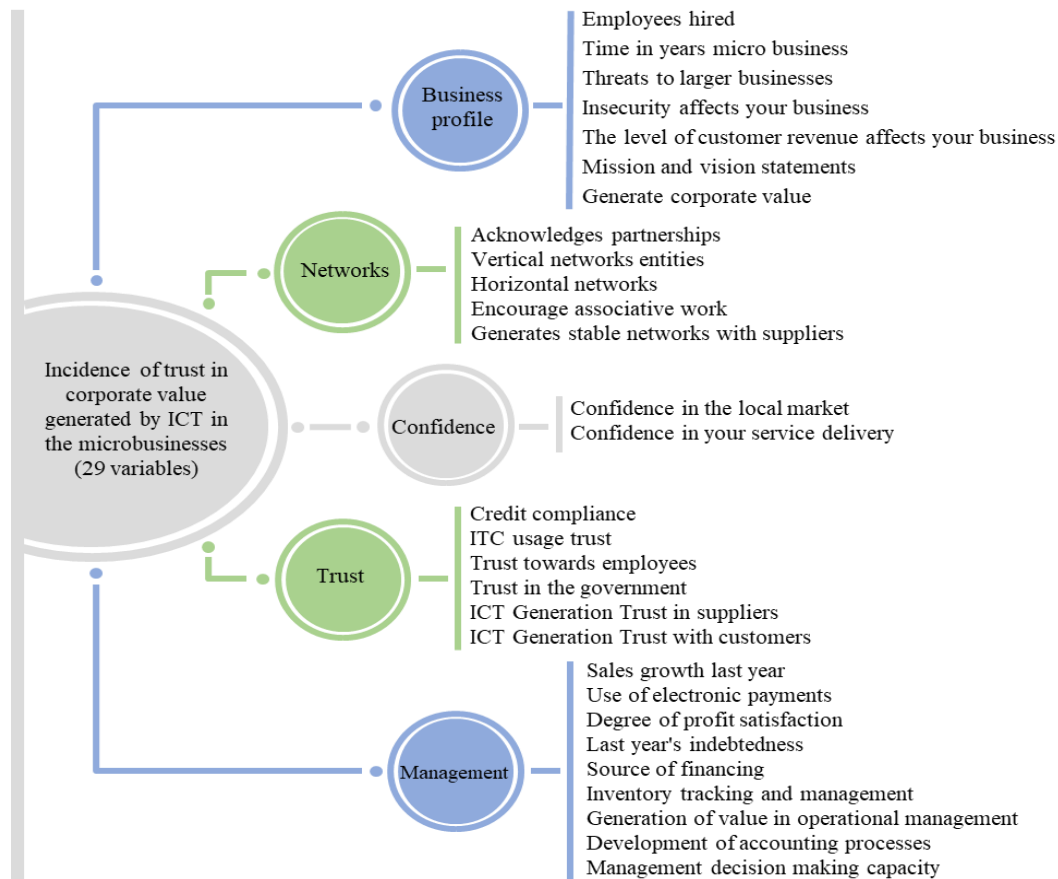
Figure 1. Study of the research.

To this end, three hypotheses are proposed for the development of this research, which are: H1: There is a positive relationship between ICT customer trust and the generation of corporate value, H2: There is a positive relationship between the use of ICT trust and the generation of corporate value, H3: Participation in horizontal networks has a positive impact on the generation of corporate value.

As displayed in **Table 1**, a sample is selected. According to official data, noting that in 2023 there are 426,905 microenterprises registered in economic activities of commerce and services (Camara de Comercio de Bogotá, 2023). The sample is defined considering a sampling error of 0.5%, and a confidence level of 95%, Obtaining a sample of = 385 microenterprises as a valid sample for the proposed analysis (Älvarez-Gayou, 2003; Hernandez et al., 2006), This study seeks to perform a statistical reliability analysis to validate or refute the proposed hypotheses through factor analysis as a statistical technique.

Table 1. Statistical calculation of the sample.

Parameter	Data
N	426,905
Z 95%	0.957–21.96
e	5%
p	50%
q	50%
n	385

Note: n: Sample size searched; N: Population Size; Z: Statistical parameter of how N depends on Trust; e: Level of error; p: Probability of event (success); q: Probability of event (failure).
Source: Authors' own compilation.

4. Results and discussion

4.1. Demographic and statistical profiles

The demographic profile addressed is characterized by a sample of 385 microbusinesses that carry out their initial activity in commerce and services in the city of Bogotá. They mainly belong to the middle classes of society which generate an average of 5 positions per business unit, Likewise, it is observed that their level of training in basic education and a low percentage of university students, according to empirical work carried out. The cohesion of the instrument is valid as observed in the Cronbach's Alpha test 0.767 with ordinal variables, based on the analysis of the 29 items of the instrument. For this article, the valid frequencies of the items considered in each of the proposed hypotheses are identified (**Table 2**).

Table 2. Statistics and frequencies.

		Generation of value corporative		Horizontal networks		ICT usage trust		ICT Generation Trust with customers	
		Frequency	% Valid	Frequency	% Valid	Frequency	% Valid	Frequency	% Valid
	Very Low	6	1.6	27	7.0	71	18.4	36	9.2
	Low	15	3.9	43	11.2	68	17.7	72	18.4
	Medium	143	37.1	117	30.4	97	25.2	131	33.5
	High	164	42.6	156	40.5	98	25.5	114	29.2
	Very High	57	14.8	42	10.9	51	13.2	32	8.2
	Total	385	100.0	385	100.0	385	100.0	385	98.5
N	Valid	385		385		385		385	

Table 2. (*Continued*).

		Generation of value corporative		Horizontal networks		ICT usage trust		ICT Generation Trust with customers	
		Frequency	% Valid	Frequency	% Valid	Frequency	% Valid	Frequency	% Valid
	Missing	6		6		6		6	
Mean		3.6519		3.3714		2.9740		3.0883	
Median		4.0000		4.0000		3.0000		3.0000	
Mode		4.00		4.00		4.00		3.00	

Source: Authors' own compilation.

In **Tables 3–5**, the Kolmogorov method is used because the sample is larger than 50 subjects to validate non-parametric normality tests, observing that there is a connection between the Trust generated by ICT and the generation of corporate value, networks, and clients, The hypotheses proposed from the conceptual model are validated and supported and show significance, indicating that H1 ($0 = 0.513$, $P < 0.01$), H2 (0.258, $P < 0.01$), and H3 ($0 = 0.155$, $P < 0.01$), showing a relationship with ICT trust in some variables with a discrete but positive relationship in the three hypotheses proposed.

Table 3. Chi-square summary of case processing.

		N	%
	Vald	385	98.5
Cases	Excludes	6	1.5
	Total	391	100.0

Source: Authors' own compilation.

Table 4. Chi-square reliability statistics.

Cronbach's alpha	Cronbach's alpha based on standardized items	N of items
0.767	0.812	29

Source: Authors' own completion.

Table 5. Path coefficients.

No.	Path Coefficients	Q Square	Gl	P values	F Square	Original Sample (0)	N	Results
		Kolmogorov-Smirnov[a]						
H1	34 (Trust) ICT Generation Trust with customers	0.187	385	0.000	0.033	0.513	385	Supported
	15 (Management) Generation of value in operational management	0.236	385	0.000				
H2	22 (Business profile) Generate corporate value	0.189	385	0.000	0.058	0.258	385	Supported
	30 (ICT Trust) ITC usage trust	0.251	385	0.000				
H3	22 (Business profile) Generate corporate value	0.189	385	0.000	0.073	0.155	385	Supported
	25 (Networks)Horizontal networks	0.240	385	0.000				

Note: a: significance correction Lilliefors. Source: Authors' own compilation.

4.2. Exploratory factor analysis

We propose an exploratory factor analysis based on a documentary review that determines the definition of the components and their associated reagents to identify

the relationship between the set of variables that demonstrate a good degree of reliability.

Table 6. Chi-square total element statistics.

	Scale means if the item has been deleted	Scale variance if the item has been deleted	Total correlation of corrected items	Multiple correlation squared	Cronbach's alpha if the item has been deleted
6 (Business profile) Employees hired	92.5013	118.824	0.305	0.317	0.759
7 (Business profile) Time in years micro business	91.2052	125.252	0.072	0.225	0.775
8 (Management) Sales growth last year	91.3714	119.609	0.564	0.587	0.750
9 (Management) Use of electronic payments	91.2909	118.196	0.452	0.346	0.751
10 (Management) Degree of profit satisfaction	91.2909	120.962	0.497	0.536	0.753
11 (Management) Last year's indebtedness	92.0857	124.318	0.209	0.319	0.763
12 (Management) Source of financing	91.7065	130.390	−0.095	0.192	0.793
13 (Management) Inventory tracking and management	91.1818	120.436	0.443	0.347	0.753
14 (Business Profile) Threats to larger businesses	91.4805	123.464	0.230	0.198	0.763
15 (Management) Generation of value in operational management	91.1013	119.274	0.533	0.435	0.750
16 (Business profile) Insecurity affects your business	91.3169	122.774	0.242	0.222	0.762
17 (Business profile) The level of customer revenue affects your business	91.4597	123.801	0.240	0.324	0.762
18 (Confidence) Confidence in the local market	91.4286	119.860	0.538	0.428	0.751
19 (Business profile) Mission and vision statements	91.3377	116.933	0.501	0.388	0.748
20 (Confidence) Confidence in your service delivery	90.7325	123.920	0.317	0.399	0.760
21 (Management) Development of accounting processes	91.5688	128.637	−0.024	0.096	0.779
22 (Business profile) Generate corporate value	92.1429	126.086	0.099	0.122	0.770
23 (Networks) Acknowledges partnerships	92.5974	116.741	0.431	0.516	0.751
24 (Networks) Vertical network entities	92.2519	115.574	0.480	0.539	0.748
25 (Networks)Horizontal networks	91.3818	118.924	0.422	0.337	0.753
26 (Trust) Credit compliance	91.7351	117.664	0.470	0.446	0.750
27 (Trust) Trust towards employees	91.1636	117.377	0.561	0.470	0.747
28 (Management) Management decision-making capacity	91.1506	117.102	0.535	0.436	0.747
29 (Networks) Encourage associative work	91.0805	118.158	0.519	0.520	0.749
30 (ICT Trust) ITC usage trust	90.7377	120.184	0.446	0.419	0.753
31 (Networks) Generates stable networks with suppliers	90.6857	121.445	0.390	0.407	0.756
32 (Trust) Trust in the government	91.7792	129.896	−0.065	0.088	0.782
33 (Trust) ICT Generation Trust in suppliers	91.6597	130.735	−0.091	0.098	0.780
34 (Trust) ICT Generation Trust with customers	91.6649	128.416	0.003	0.095	0.774

Source: Authors' own compilation.

As shown in **Table 6**, an internal consistency test is performed by Cronbach's

Alpha reliability analysis evaluating the item-total correlation (variance explained) and the reliability value if the item is eliminated, eliminating those that decrease the Cronbach's alpha value of 0.767 evidencing validity.

Subsequently, the KMO Index is analyzed (Kaiser and Bartlett), showing a result of 0,847 valid for the factor analysis (**Table 7**). Likewise, Bartlett's specificity test is 0.1, which indicates that the result is appropriate to carry out the proposed analysis. Likewise, we observed that the level of interval relationship, where 29 reagents were selected by an average of at least five respondents, generates a sample of 145 required, with N = 385 people as the study sample, which means that the rotated component analysis is valid.

Table 7. KMO and Bartlett's test.

Kaiser-Meyer-Olkin measure of sampling adequacy		**0.847**
	Approx, chi-square	3060.343
Bartlett's test for sphericity	Gl	406
	Sig.	0.000

Source: Authors' own compilation.

Table 8. Total variance explained.

Component	Initial eigenvalues			Sums of squared loadings from extraction			Sums of squared loadings from rotation		
	Total	% Variance	% Cumulative	Total	% Variance	% Cumulative	Total	% Variance	% Cumulative
1	3.715	30.962	30.962	3.715	30.962	30.962	2.793	23.275	23.275
2	1.870	15.581	46.542	1.870	15.581	46.542	2.535	21.125	44.400
3	1.358	11.321	57.863	1.358	11.321	57.863	1.616	13.463	57.863
4	0.830	6.915	64.778						
5	0.738	6.147	70.925						
6	0.666	5.546	76.471						
7	0.582	4.854	81.324						
8	0.532	4.431	85.755						
9	0.505	4.206	89.962						
10	0.490	4.086	94.048						
11	0.388	3.231	97.279						
12	0.327	2.721	100.000						

Note: Extraction method: principal component analysis. Source: Authors' own compilation.

Initially, an internal consistency test was carried out through reliability analysis, In **Tables 8–10** discarding the factors that do not contribute, defining factor loads greater than 0.5 that are grouped into dimensions that have at least 3 items, thus moving from 5 proposed dimensions to three (Networks, ICT Trust and Business Profile). These three dimensions, according to the factor analysis, are the ones with the greatest relevance and greatest presence, In the final solution, Eigenvalues greater than 1 showed the existence of 3 factors. This solution converged three interactions that explain 57.863% of the variance. The items present factor loads greater than 0.50 within their factor and commonalities greater than 0.30. The final instrument is made

up of 12 items. For its part, the KMO and Bartlett sphericity test is significant (3060.343, Gl = 406 < 0.001), Finally, it is observed that the Kaiser-Meyer-Olkin indicator was appropriate at 0.847 with a total Cronbach's Alpha of 0.767 for the instrument.

Table 9. Rotated component matrix.

	Component		
	1	**2**	**3**
29 (Networks) Promotes associative work	0.811		
31 (Networks) Generates stable networks with suppliers	0.755		
30 (ICT trust) Confidence in microbusiness stability	0.726		
28 (Management) Management capacity to make decisions	0.700		
27 (Trust ICT) Trust towards employees	0.685	0.303	
24 (Networks) Vertical network entities		0.854	
23 (Networks) Recognition of associations		0.820	
26 (ICT Trust) ICT generation		0.730	
25 (Networks) Horizontal networks people		0.618	
17 (Business profile) The level of customer income affects your business			0.791
16 (Business profile) Insecurity affects your business			0.723
14 (Business profile) Threats to larger businesses			0.599

Note: Extraction method: principal component analysis; Rotation method: Varimax with Kaiser normalization. Source: Authors' own compilation.

Table 10. Component transformation matrix.

Component	1	2	3
1	0.711	0.624	0.323
2	−0.689	0.710	0.145
3	−0.139	−0.326	0.935

Note: Extraction method: principal component analysis; Rotation method: Varimax with Kaiser normalization. Source: Authors' own compilation.

5. Conclusions

The objective of this study was to identify the relationship between different variables defined to identify whether there is an incidence of evaluation between the frequent use of ICT and the generation of corporate value in microbusinesses. To this end, after applying an analysis using the factorial study technique, it was observed that there is an evaluation of ICT in microbusinesses, as evidenced in the validation of hypotheses H1, H2, and H3. The development of the factor analysis instrumentalized the items, demonstrating a correct theoretical grouping within each of the factors obtained, showing congruence with the theoretical references identified, and validating the relevance of the use of technologies as a basis for the generation of corporate value, Results consistent with the theoretical approaches (Taher, 2023).

Likewise, it can be concluded that corporate value is a relevant factor for the consolidation of microbusinesses, as can be validated in the factor analysis developed, having an impact on consolidation over time, exceeding five years of existence, being

a result of the Articulation of the principles and values expressed in the mission and vision, with strategic organizational management and the operational approach that leads to the generation of value and recognition of the organization among clients and suppliers, creating positioning and therefore Branding, thus increasing the possibilities of strategic alliances and processes of expanding active participation in the market that responses to the dynamics of the sector at a local and international level.

The research developed allows us to conclude that corporate value is built from the associativity of several factors of a tactical and operational nature, based on the generation of trust, value that the use of ICT enhances the construction of win-win relationships in the supply chain, worth, Likewise, it is worth mentioning that the network generation factor increases corporate capacity both internally in the market (Dutton, 2009) and enhances the real possibilities of microenterprises, therefore generating horizontal and vertical links that last over time, which incident to the financial and corporate stability of the business unit.

The observed results allow us to validate the proposed hypotheses, recognizing the correlation between ICT and the generation of corporate value. The findings presented are relevant for commerce and services microenterprises both in the city of Bogotá, Colombia or in any city in general, Likewise, the observed scenario still demands strengthening trust in the value chain through the use of ICT; microbusinesses must also increase the use and security of technology so that the implementation of strategies based on ICT enhances their corporate value. Finally, this research can be projected as a point starting point for broader studies segmented by economic activities that involve various factors in the operational and financial or innovation area. Likewise, studies can be carried out based on the use and effectiveness of formal and informal networks at the organizational level and their relevance in economic development in the local context.

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