



Behind the Scenes: Impact from Latino Business Owners in Southwest Detroit

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Introduction:

- My research question stemmed from my own interest in the rise of small local owned businesses in a low-income community. The aim of this research project was to: better understand the impact of Latino owned businesses in southwest Detroit on low-income communities, understand what these Latino business owners did to expand their business despite a lack of resources, be able to examine the situation of my community and how these businesses/organizations impact it in the short-run or long-run, and compare and contrast the use of Latino owned businesses and other businesses in the metropolitan area of Detroit.

Research Question:

- What is the impact of Latino owned businesses/organizations in southwest Detroit?

Methods:

- I read through journals/articles that spoke about Latino Entrepreneurship, the use of technology, self-efficiency, etc.
- I conducted an in-person interview with the Director of Motor City Street Dance Academy (MCSDA), the first hip-hop dance academy in Detroit.
- I conducted an emailed interview with the Latino Press Newspaper and The Detroit Hispanic Development Corporation (DHDC)

Results:

Source #1:

- "Hispanic-owned firms generate more than \$222 billion dollars in receipts and sales." (*Latino Self-Employment and Entrepreneurship in the United States: An Overview of the Literature and Data Sources*, Page, 3)



Source #2:

- Motor City Street Dance Academy focuses on the culture and History of Hip-hop, and Benito Vasquez, Director of MCSDA, makes it a priority to have the students and community understand the importance of where the dance originated, influences from other ethnicities, and the placement of the building and what hip-hop teaches you.

TABLE 3
INDEPENDENT SAMPLE COMPARISONS OF LATINO & NON-LATINO ENTREPRENEURS

Variables	Means and Sample Sizes				t
	Latinos		Non-Latinos		
	N	Mean	N	Mean	
Self-Efficacy	65	4.96	34	5.67	-2.609**
Resistance to Technology	65	2.44	33	1.90	2.533**
Financial Management: Business Process	54	2.28	31	2.25	0.122
Linguistic communication: Business Process	60	3.65	31	4.31	-2.542**
Social Technology	58	3.91	30	3.20	1.935*

** p < 0.01, * p < 0.05

Source #3:

- The data supported Hypothesis 2 and Hypothesis 3 which hypothesized that Latino entrepreneurs (M=4.96) would have lower self-efficacy (t (81) = -2.609, p<0.01) in technology and a higher resistance (M=2.44) to technology (t (89) = 2.533, p<0.01), respectively, than non-Latino entrepreneurs (M=5.67; M=1.90)." (*Latino Entrepreneurs and Technology Usage: Ethnic Identity, Resistance, Self-Efficacy*, Page 9)

Conclusion:

- This research project was not only intended for me to use learn more about the impact of my business, but this research may help Latino's who wish to use their ethnicity as a tool to gain a successful business and impact their community in one way or another.
- I learned that there are several characteristics that Latino's use to their advantage for their business and that some characteristics may be a disadvantage when trying to succeed.
- Any limitations that I come across was that I was only able to interview one organization and for the future I may want to interview 5-10 to receive a better understand of how these organizations/businesses run.

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