

# Digital education for young entrepreneurs: impact of training in the city of Neuquén



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## Abstract

This study analyzes the impact of a digital training program aimed at young entrepreneurs in the city of Neuquén, conducted over four months and framed within Sustainable Development Goal No. 8: decent work and economic growth. The intervention aimed to strengthen knowledge in Marketing, Accounting, and Microsoft Excel, since many entrepreneurs lack basic digital and economic skills that are essential to improve the efficiency, organization, and sustainability of their projects. The methodology included an initial diagnostic survey to identify training needs, the delivery of educational materials specifically designed for the project, and follow-up through virtual meetings, complemented by a final survey to evaluate the program's usefulness. The results showed significant improvements in the understanding and practical application of the tools, especially Excel, which was rated as the most useful for optimizing processes. In addition, a successful case was recorded in which one participant improved inventory control in a real

business by applying formulas learned during the training. Overall, the findings demonstrate that education in digital tools directly contributes to the personal and professional development of young entrepreneurs.

**Keywords:** digital tools; economic development; entrepreneurs.

## 1. INTRODUCTION

In recent decades, youth entrepreneurship has become an essential driver of economic development, innovation, and job creation. Young entrepreneurs, with their ability to incorporate digital technologies and new forms of organization, actively contribute to productive diversification and the creation of opportunities in highly competitive labor markets. However, various studies show that this group faces limitations related to a lack of training in management, marketing, and finance, which restricts the growth and sustainability of their ventures (Adha et al., 2025; Blaese et al., 2021).

In this context, entrepreneurial education and economic literacy have proven to be key factors in strengthening the satisfaction and performance of young entrepreneurs. Narmaditya et al. (2023) and Adha et al. (2025) highlight that the combination of entrepreneurial training, creativity, and resilience increases self-confidence, innovation capacity, and business sustainability. Nevertheless, there is a gap in the literature: most of these studies focus on Asian or consolidated urban contexts, without exploring in depth the local experiences of young entrepreneurs in intermediate regions of Latin America, such as the province of Neuquén, where access to practical training and technical support remains limited.

This research seeks to address that gap by implementing a four-month educational intervention (August–November 2025) with young entrepreneurs from the city of Neuquén, focused on the use of basic digital marketing and accounting tools (such as Excel, Canva, Google My Business, Google Analytics, WhatsApp Business, Facebook Business, and Instagram Business). Through participatory workshops divided into marketing, accounting, and Excel modules, continuous mentoring, and digital materials, the project aims to enhance their management and communication skills, thereby strengthening their autonomy and professionalization. This approach combines technical instruction with the development of soft skills—creativity, planning, and resilience—which recent literature identifies as essential for entrepreneurial success and satisfaction (Ferrerías-García et al., 2021).

The SMART objective of this research is to empower young entrepreneurs in Neuquén over a four-month period by providing them with basic information and tools in marketing, accounting, and Excel through workshops, mentoring, and digital materials. In this way,

participants will be able to improve their ventures by increasing process efficiency and productivity (Yuningsih et al., 2024), potentially boosting sales (or enhancing their services) and organizing their income more professionally—thus contributing to more decent work and sustained economic growth, in line with Sustainable Development Goal No. 8 (Decent Work and Economic Growth).

From this purpose, the research seeks to answer the following central question:

*¿How can training in digital marketing and accounting tools improve productivity, financial organization, and job satisfaction among young entrepreneurs in Neuquén?*

In this way, this article not only expands the existing body of knowledge with new data obtained in the local context of Neuquén but also provides a concrete response to a challenge previously identified by other researchers in studies on youth entrepreneurship. Various international studies emphasize the importance of entrepreneurial education and the use of digital tools to improve the skills of young business owners; however, most of these works were developed in very different contexts—mainly in Asian countries or large urban centers—and did not offer practical strategies adapted to intermediate or regional areas. In response to this gap identified in the academic literature, this study proposes an applied alternative: a program of workshops and mentoring that integrates digital marketing and accounting, aimed at strengthening the real management capacities of young entrepreneurs.

Through this proposal, the research provides empirical evidence based on a sample from the city of Neuquén, showing how the use of accessible digital tools, together with training adapted to the local context, can foster the development of young entrepreneurs in southern Argentina. At the same time, it demonstrates that digital education and practical training contribute to economic growth, innovation, and the promotion of more decent work aligned with the Sustainable Development Goals.

Finally, the article is structured into five sections. Following the abstract and this introduction, the methodology used for the development of the workshops and data collection is described. Next, the results obtained are presented, followed by their discussion in relation to the reference material and the conclusions. Lastly, the bibliographic references used as the basis for carrying out this project are presented.

## 2. METHODOLOGY

The methodology of the project was designed to provide basic information on economic sciences and digital tools to small entrepreneurs or any interested individuals, with the aim of broadening their knowledge. Initially, informative and explanatory materials were developed, focusing on Marketing, Accounting and Costs, Meta Business Suite, Google Business, and Microsoft Excel.

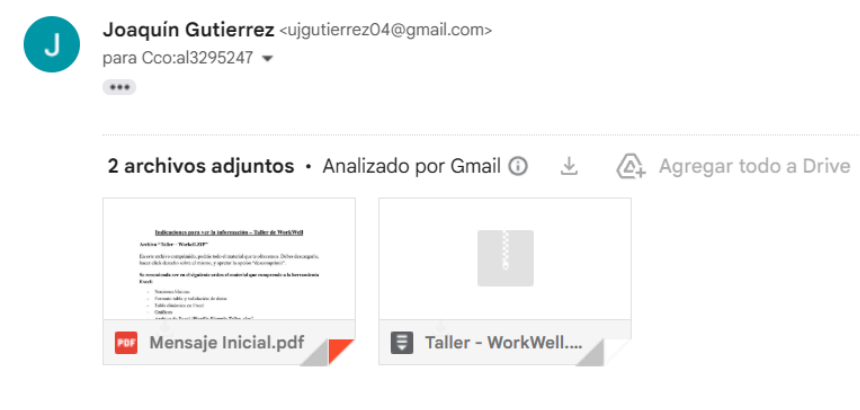
The data collection process and implementation were structured in the following stages:

### 2.1 INITIAL DIAGNOSIS

A survey called "Initial Diagnosis"<sup>1</sup> was designed with the aim of collecting data about the people interested in our course, understanding their level of knowledge, and identifying their current situation. The form was shared across various groups, including family, friends, and acquaintances.

### 2.2 SHARED THE MATERIALS AND SUPPORT

After several days from the start, we shared the information and procedures via each respondent's email so that they could study the learning materials that interested them.<sup>2</sup>



It is worth noting that the material requiring the greatest progression in studying was the content related to Excel – Spreadsheets, as it demands a certain accumulation of basic knowledge in order to understand the analogy of some formulas taught and tools explained in detail later. To address this, a user guide was prepared for learners to follow.

<sup>1</sup>Initial Survey: <https://forms.gle/MWz1PxpADV8qqTU86>

<sup>2</sup>Educational Material:

[https://drive.google.com/drive/folders/1vK3Ydz0Tg9J2hL8Y2IAOecRSLHy4bzgt?usp=drive\\_link](https://drive.google.com/drive/folders/1vK3Ydz0Tg9J2hL8Y2IAOecRSLHy4bzgt?usp=drive_link)

Se recomienda ver en el siguiente orden el material que comprende a la herramienta Excel:

- Nociones básicas
- Formato tabla y validación de datos
- Tabla dinámica en Excel
- Gráficos
- Archivo de Excel “Planilla Ejemplo Taller .xlsx”

**¿Por qué tiene un orden?**

Porque se explicó progresivamente como utilizar la planilla de cálculo, desde lo más básico (qué es una celda, por ejemplo), a herramientas muy útiles y que requieren de ciertos conocimientos previos, como es la Tabla Dinámica.

Luego, el material sobre marketing y costos, es indistinto el orden para visualizarlo.

## 2.3 FINAL SURVEY

The second survey was called the “Final Survey (Personal Feedback)”<sup>3</sup> and was sent to all project participants. This optional form aimed to assess the usefulness of the informational material for each participant and was conducted anonymously. Participants were able to provide their feedback, allowing us to collect data on the impact of the information on each of them.

## 2.4 FOLLOW-UP WITH PARTICIPANTS

In addition to sharing informational material for participants to learn about the content, we offered virtual meetings where they could ask questions and have direct contact with us, allowing us to provide effective guidance..

## 3. RESULTS

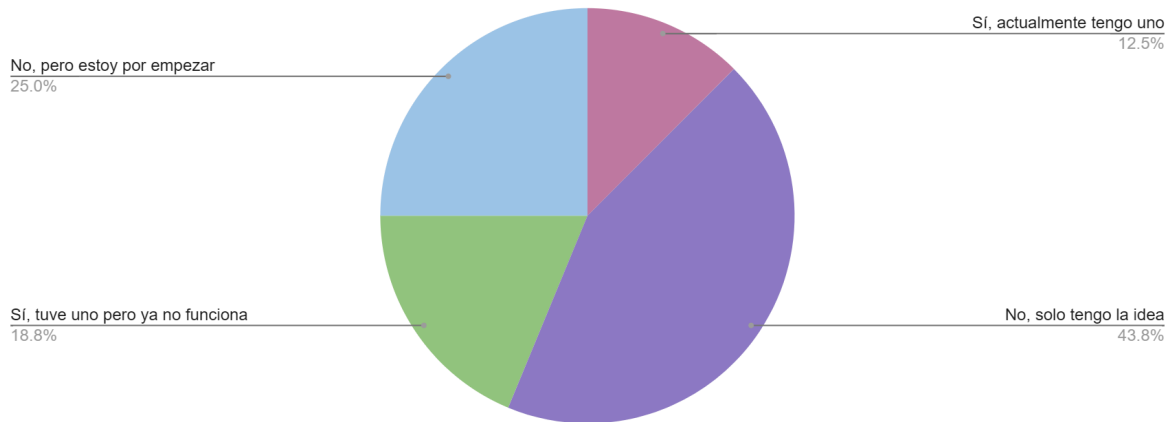
Initially, as mentioned, we conducted an Initial Diagnosis survey, primarily aimed at a young audience, in order to understand their level of knowledge regarding the content.

Among the most relevant data, we found that 43.8% of the sample do not have an existing business, which highlights the interest generated by the topics covered in this project—not only among current entrepreneurs but also among those who are considering starting a business.

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<sup>3</sup>Final Survey: <https://forms.gle/V186uSPCSYRIWfAn7>

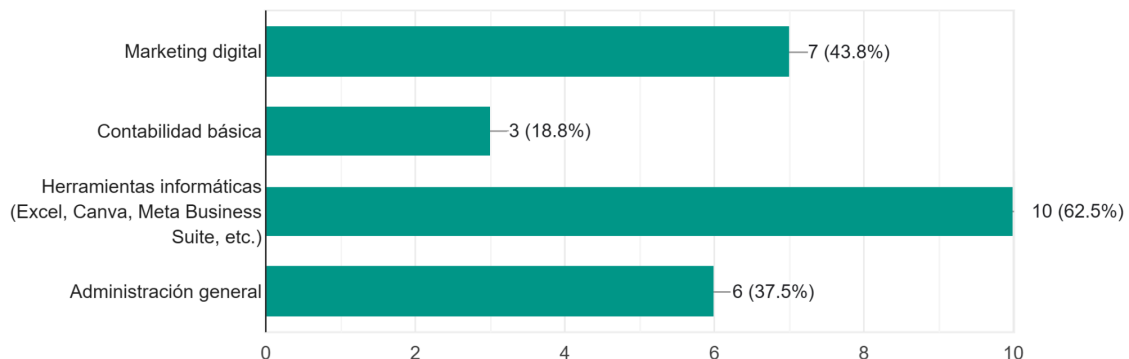
### ¿Actualmente tenés o tuviste un emprendimiento?



Next, 62.5% of the sample showed interest in learning about digital tools, and 43.8% in Digital Marketing, which today— in an era of abundant information—has established a close connection between productivity and efficiency.

### ¿En qué área/s de tu emprendimiento te gustaria mejorar?

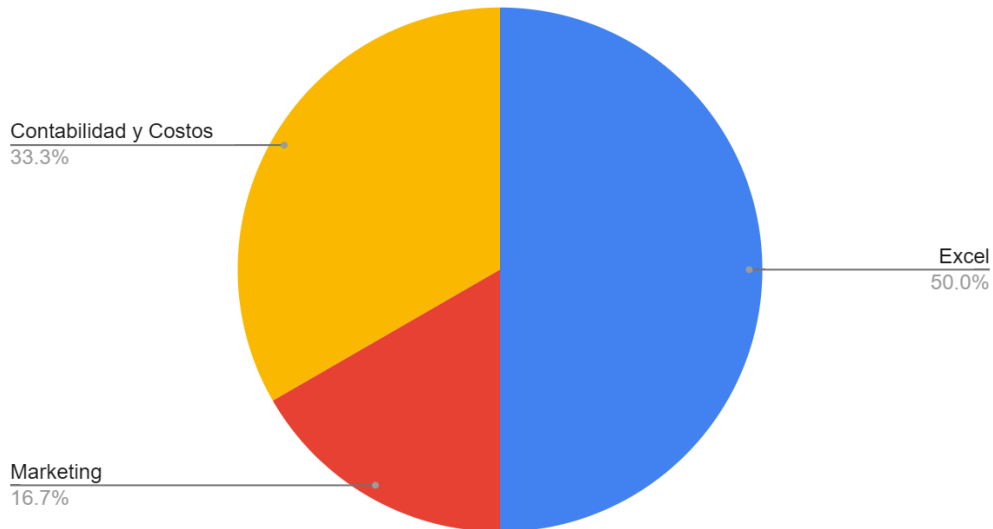
16 respuestas



Finally, regarding the data collected to define the topics to be covered in the learning materials, the most notable finding was that in general, the sample reported having a basic to intermediate level in Digital Marketing and Finance, which led us to focus more deeply on these areas.

Regarding the Final Survey (Personal Feedback), the sample reported the highest usefulness for the Excel material at 50%, followed by Accounting and Costs at 33.3% and finally Marketing with 16.7%. This reflects a very subjective and personal perspective, as the usefulness each individual finds in the tools or content depends on their own needs.

### ¿Qué taller te resultó más útil?



The results lead us to believe that Excel is one of the most prominent tools in the business world. This can be attributed to several factors, among which we can highlight an increase in user productivity and efficiency.

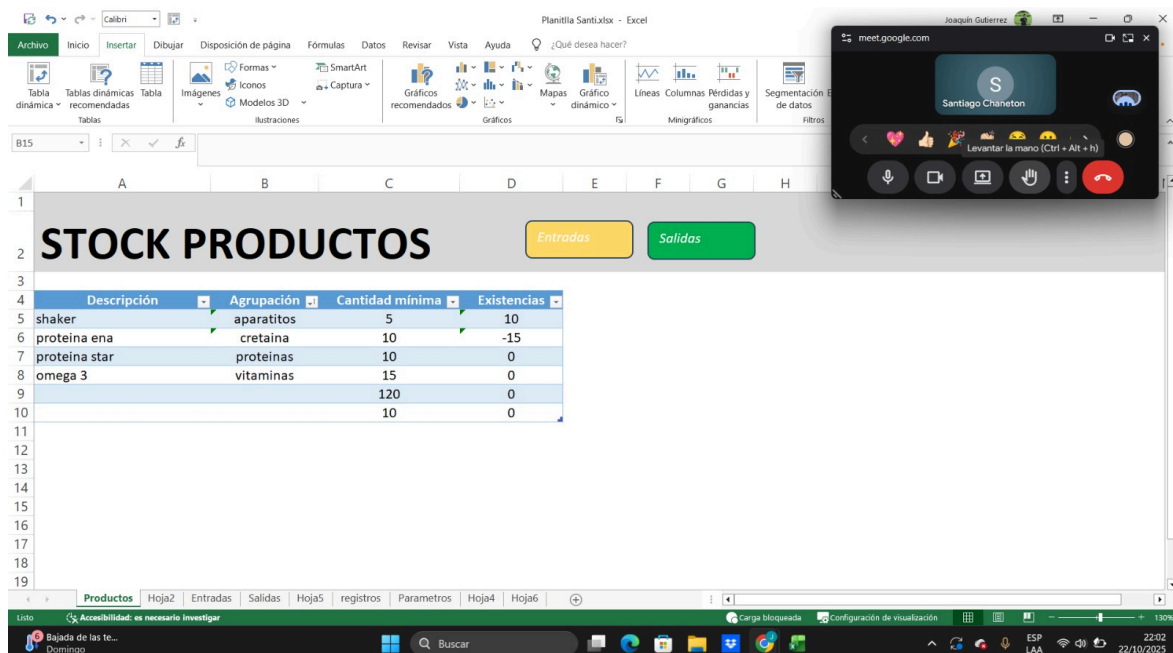
### 3.1 Case Study: Optimization of Stock Control in a Business

We will briefly discuss a consultation video call that Joaquín had with Santiago, one of the respondents, who showed interest in Excel as a tool to improve productivity in his sister's sports supplements business.

During the meeting, the focus was on developing a stock spreadsheet that would allow him to manage inventory quickly and efficiently, as keeping track manually was very tedious and often caused significant stress due to the large amount of data that needed to be collected and organized.

#### 3.1.1 ¿How Did We Do It?

By applying the formula explained in the material, **SUMAR.SI** along with other additional formulas (thanks to the one-on-one consultation, which provided more professional details for the spreadsheet), we enabled Santiago to use the knowledge he learned to meet his goal: achieving efficiency and maximizing productivity in his sister's business.



Planilla Santi.xlsx - Excel

STOCK PRODUCTOS

Descripción	Agrupación	Cantidad mínima	Existencias
shaker	aparatos	5	10
proteína ena	cretaína	10	-15
proteína star	proteínas	10	0
omega 3	vitaminas	15	0
		120	0
		10	0

Entradas Salidas

Productos Hoja2 Entradas Salidas Hoja5 registros Parametros Hoja4 Hoja6

Accesibilidad: es necesario investigar

Buscar

22:02 22/10/2025

The consultation filled us with great gratitude as a group, as we were able to see firsthand how useful the educational material we prepared was. Santiago ended the call very enthusiastic about how he managed to optimize his process, which demonstrated that he not only learned new concepts and tools but was also able to apply them in his business. Based on this, the efficiency and productivity that Excel can generate in businesses (and even SMEs and large companies) was proven with real-world results.

#### 4. DISCUSSION

The results obtained are consistent with previous research highlighting the importance of economic literacy and digital training to improve entrepreneurial performance (Adha et al., 2025; Yuningsih et al., 2024). In line with these authors, it was observed that tools such as Excel increase productivity by facilitating data organization and promoting decision-making based on reliable information.

Basic knowledge of Accounting and Costs is extremely important when carrying out a business project. Knowing how to manage your resources efficiently allows you to understand your business's profitability and avoid major surprises due to not knowing where your money is going. Furthermore, this knowledge can be applied not only in your business but also in your personal life.



Regarding the Marketing material, and taking into account one of its definitions—"Marketing is the set of strategies and actions aimed at creating and communicating the value of a brand"—we concluded that it will be useful for those who want to improve the way they communicate the service or product they offer.

Finally, Excel: the tool of choice not only in the business world but practically in all areas of any field (education, work, personal life). When we decided to provide training in Excel, it was for a reason: we wanted users to be able to collect their data in an organized manner within a spreadsheet and, thanks to this, optimize their processes, becoming more efficient and productive. In this way, users could reduce the time spent on each task. Additionally, decision-making will be more efficient, as having summarized data allows them to see their situation more clearly.

## 5. CONCLUSION

Undoubtedly, knowledge provides tools for each individual's life, which in the case of an entrepreneur, can have a significant impact on the development of their business. Today, knowing how to use digital tools such as Excel, Canva, Meta Business, among others, enables an entrepreneur to be more efficient and productive—not only in managing their business but also in creating value to market their products or services. However, to use these tools effectively and maximize their potential, the entrepreneur must also possess certain basic knowledge of Economic Sciences. This does not mean that they must be able to do everything themselves—that is what professionals such as Accountants, Managers, and Lawyers are for, providing specialized advice. Rather, it means having a general understanding of what they are doing, so that the entrepreneur can achieve sustainable economic development over time.

In conclusion, it was observed that the training process had a positive impact on the motivation and confidence of young entrepreneurs. Acquiring concrete and applicable tools for their own projects increased their personal and professional satisfaction, as it allowed them to manage their businesses more autonomously and achieve better results in less time. This professional and emotional growth underscores the importance of practical education and guidance as means to strengthen dignified work and sustainable economic development.

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