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EXECUTIVE SECRETARIAT: ENTREPRENEURSHIP AND ITS TECHNOLOGICAL ALLIES

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Abstract: The Executive Secretariat is an area that has undergone major developments over the last few years. With the incorporation of new technologies into the corporate environment, the number of entrepreneurial professionals is growing. Entrepreneurship has stood out as a factor of economic development, generating and distributing wealth and benefits to society. Thus, the use of technological tools has become essential for entrepreneurial secretarial professionals to perform their duties efficiently and always be up to date with the trends and demands of the corporate environment. In this research, entrepreneurship is analyzed as a differentiating factor in the exercise of the secretarial profession. Using a qualitative approach, with a bibliographic and survey procedure, research was carried out reporting authors such as: Dornelas (2005), Dolabela (2010) and Tarallo (2016). We sought to identify which are the technological tools most used by Secretariat professionals to undertake. Based on the data collected, according to the questionnaire applied by Google Forms. It is concluded that entrepreneurship can be adopted in different ways in the Executive Secretariat, as long as it is linked to new technological tools.

Keywords: Secretariat, Entrepreneurship, Technological Tools.

INTRODUCTION

Globalization is one of the most relevant issues in contemporary society. ICTs (information and communication technology) have brought changes to the job market, which has become increasingly competitive across the world. Such market changes have impacted Executive Secretariat professionals whose hiring has required a firmer and more dynamic stance towards working in a new context. Market changes require these professionals to seek to adapt their profile to

new trends (SANTOS et al., 2021).

With the new demands, the Executive Secretary needs to be prepared to meet the needs of organizations both in accordance with the CLT (Consolidation of Labor Laws) work regime and as a legal entity under the MEI (Individual Microentrepreneur) regime. This scientific article aims to provide information for professionals and those in the training process, as well as for the general public, about the professional profile required by the current market. Specifically, those who intend to act in an entrepreneurial way.

Dolabela (2010), characterizes the entry entrepreneurship as:

It is the ability to anticipate facts and create business opportunities, develop new products and services, propose innovative solutions; promoting economic growth; evaluate alternatives and calculate risks deliberately, act to reduce risks or control outcomes and place oneself in situations that involve challenges or moderate risks; find ways to do things efficiently and effectively, seeking to achieve standards of excellence; act in the face of obstacles without giving up on the purpose; innovation; successfully exploring new ideas generating increased revenue, access to new markets, increased profit margins, among other benefits. (DOLABELA, 2010, p.56)

For Sabino and Rocha (2004), the entrepreneur is an individual with sensitivity and financial acumen for business; is to be diligent and make proposals; is the person who starts and operates a business to realize an idea or a personal project, without fear of taking risks. The entrepreneurial secretarial professional would be one who retains energy, material products, ideas and attitude, seeking to use this to his advantage and that of the community. Responsibly, you must innovate in your area of activity, through sensitivity and financial acumen for business; is a person who starts and operates a business to carry out a personal project.

RESEARCH PROBLEM

Given these considerations, the following study problem arises: What are the technological tools used by secretarial professionals to undertake?

GOALS

The general objective of this work is to show how executive secretarial professionals can act in an entrepreneurial way, through the use of technological tools. We determined the following specific objectives: I) Conceptualize the Executive Secretariat in the context of Entrepreneurship; II) Explain the types of technological tools that secretarial professionals most use to undertake.

THEORETICAL FOUNDATION

TRAINING IN EXECUTIVE SECRETARIAT AND ENTREPRENEURSHIP

The exercise of the secretarial profession in Brazil is regulated by Law No. 7,377/85. In accordance with this law, every secretarial professional, trained at a technical and/or higher level (technologist and bachelor), must have professional registration with the Regional Superintendency of Labor and Employment (SRTE), formerly known as the Regional Labor Office (DRT). According to research by the National Federation of Secretaries and Secretaries, there are around two million professionals – men and women

- performing this function. As it is an inter and multidisciplinary training, it covers knowledge from different areas, which makes the executive secretariat professional unique and singular, making those who follow changes and technological advances indispensable individuals in the business world. In line with this, Vaz (2013, p. 46) states:

The secretarial profession has followed

all the transformations of the modern world and has known how to create new opportunities throughout its existence. Currently, the Executive Secretary occupies a privileged space in organizations and this fact is due to the profile assumed, seeking training, quality and the incorporation of new skills, also becoming responsible for achieving results in the organization.

The executive secretarial profession is extremely important for any organization seeking to maximize efficiency and productivity. A high degree of competence and technical knowledge, including project management, communication and organizational skills, are highly valued by companies, as they are essential to keep them on track and avoid administrative problems. With a resilient, managerial and holistic approach, this professional has a broader and more strategic view of the business, seeking innovative and efficient solutions to the problems of their clients, that is, the companies for which they carry out secretarial activities. (CARMELO, 2012, p. 49)

Due to the knowledge and expertise acquired, entrepreneurship presented itself as another possibility of action for the executive secretary, whose professional profile must adapt to that expected of an entrepreneur. The authors Neiva & D'Elia, (2009, p. 166) list the striking characteristics of the Executive Secretary's entrepreneurial profile:

Motivation to achieve, ability to analyze, goal setting, self-confidence, optimism, without running away from reality, flexibility, always whatever is needed, self-motivation, acceptance of mistakes and analysis of them for learning; ability to start over if necessary; ability to postpone meeting your needs; creativity in problem solving; pleasure in doing the work; personal and professional quality; self-esteem, even in failures; carrying out and maintaining networking; qualitative time management; ability to achieve.

Being an entrepreneurial executive

secretarial professional is more than performing administrative and traditional support functions. It is also about having the ability to take on additional responsibilities, to improve the company's overall efficiency. Show yourself as a highly skilled professional capable of making important decisions, without fear of taking risks, to achieve the company's objectives. One of the main characteristics of the entrepreneurial secretary is leadership; not only perform tasks, but may also lead an administrative support team, delegating tasks and supervising the work of others. With a clear vision of the company's objectives, such a professional is able to inspire other people to work together to achieve them (SILVA, 2011).

Author Silva, (2011, p.21) adds that: the executive secretariat professional is innovative, capable of identifying opportunities to improve existing processes and procedures and proposing creative solutions to complex problems. Using different strategies, always thinking about the future and the evolution of the company. In addition to being highly organized and efficient. The Executive Secretary is versatile, capable of managing several tasks simultaneously and ensuring that all goals and deadlines are met. He is also able to remain calm under pressure and work well in high-pressure situations.

According to Dornelas (2005), entrepreneurs are distinct people who have extraordinary motivation plus passion for what they do. With these characteristics and individual uniqueness, they achieve goals and help everyone. He is not content with being just another professional on the team, but seeks recognition and admiration. Entrepreneurs want to leave a legacy and always bring legitimacy and innovation to their activities.

It is possible to note that the profile of the executive secretary contains many entrepreneurial characteristics, which can

facilitate your success as a businessman. Your skills, combined with the knowledge acquired during your academic training, favor opening, managing and obtaining positive results in your own business. The success of a secretarial professional as an entrepreneur depends on several factors, including: personal marketing, professional experience, choice of services to offer, niche of activity, as well as the correct application of all the theoretical and practical knowledge acquired during their training. This also includes protagonism, networking and the constant quest to learn and put new knowledge into practice, for financial return and personal satisfaction (MÜLLER, 2021).

TECHNOLOGICAL ALLIES AND THE EXECUTIVE SECRETARIAT

In 2020, the COVID-19 pandemic transformed the way everyone works, including Executive Secretaries. The crisis generated by the Corona Virus (COVID19 or Sars-CoV-2) prevented many companies from functioning normally and changed the way people worked and interacted. Technology was a great ally in ensuring the survival of businesses and jobs, while innovations in medicine with the creation of vaccines aimed to save as many lives as possible and find a quick cure so that the world could return to normality. Companies of all sizes and sectors were heavily impacted by the changes and restrictions during this pandemic period. Everyone has been conditioned to change their perceptions in the face of new challenges to adapt to the "new normal". In the business context, the pandemic had consequences for entrepreneurs, micro-entrepreneurs and self-employed professionals, who during that period faced many risks to the survival of their businesses. (PEDROSO, 2020).

The secretarial professional was a category that, like many others, was allocated to the remote regime, also known as the Home

Office. Remote Executive Secretariat and its work in the Home Office is a common profession in the United States, however, here in Brazil, it became a trend only in the 2000s, taking on a large proportion with the advent of the pandemic. In remote mode, the Executive Secretariat professional works from home, carrying out company activities virtually and with flexible hours. It is a profession that allows workers to meet the needs and demands of their superiors, as a company, and undertake to obtain a second income.

Currently, moving towards the end of this pandemic, companies are returning to in-person work, abolishing remote operations, but some continue to operate in a hybrid regime. There are companies that see the benefits of hiring remote executive secretarial professionals and prefer this new form of agreement, as their main attraction is the reduction of costs and tax taxes. The absence of a formal employment relationship makes it possible to work remotely, which generates many attractions, such as: quality of life, flexibility, versatility and profit (TARALLO, 2016).

However, it is important to remember that this type of work requires a lot of discipline and care to be successful. Firstly, it is essential to have a space reserved for activities, preferably a quiet and silent place that serves just this purpose. This space must be organized and comfortable, with a good chair and table suitable for carrying out tasks. Another important point is to define a work routine and follow a daily schedule, so as not to fall into the trap of working non-stop or getting distracted by domestic tasks; It is important to establish times to start and end activities, as well as breaks for rest and food. Furthermore, it is essential to maintain good communication with your managers and customers, using digital tools to stay connected and updated on the company's activities. It is also important

to update yourself on new technologies and work tools that can optimize work and increase productivity (PAES; SANTIAGO 2020; MÜLLER et al., 2021).

Tarallo (2016), lists some technological tools that stand out in remote secretarial work: 1) *Slack*; 2) *Trello*; 3) *Nomad*; 4) *Dropbox e Google Drive*; 5) *Skype*; 6) *Zoom*; 7) *Google Meet*; 8) *Microsoft Teams*; 9) *Whatsapp*; 10) *All-in-One Messenger*; 11) *Hangouts do Google*; 12) *Todoist*; 13) *Toggl* 14) *Zero Paper* 14) *Telegram*; 15) *Pacote Office*; 16) *Canvas*; 17) *E-mail*.

When analyzing virtual executive assistance and the use of new technologies, as a possibility of action for the Executive Secretariat professional, Mendonça, Campos and Sousa (2017) consider that the use of technological tools is fundamental for the Secretarial professional to be able to perform their tasks. functions efficiently. One of the main technological tools that Secretarial professionals can use is task management software, which allows them to organize and prioritize the activities of their daily routine. Furthermore, the use of communication applications, such as WhatsApp and Slack, can facilitate contact with co-workers and customers, allowing for faster and more efficient responses.

Another technology that has proven to be important for the Executive Secretariat is the use of video conferencing platforms, such as Zoom and Skype. With the Covid-19 pandemic, remote work has become a reality for many professionals and, in this context, video conferencing has become essential to maintain communication between work teams. Furthermore, entrepreneurship has also proven to be an important ally for the Secretarial professional. This is because entrepreneurial activity allows professionals to have a broader and more strategic view of the business, seeking innovative and

efficient solutions to the company's problems (RODRIGUES, 2011).

In this sense, entrepreneurship can be applied in different ways in the Executive Secretariat. One of them is the offer of business management consultancy services, which allows professionals to use their knowledge and skills to help companies of different sizes improve their processes and maximize their results. Another niche market that is booming is academic consultancy, where secretarial professionals update Lattes CVs, transcribe audios, bibliographic reviews, transcribe and/or translate documents, theses, monographs, among others. (SANTOS et al., 2020).

To complement this, the revolutionary Chat GPT is the newest technological ally we have. It is an Artificial Intelligence developed by OpenAI that can be incorporated into other technological tools through an Application Programming Interface (API Application Programming), revolutionizing the user experience. In other words, all your questions and doubts will be resolved in one place, without having to search on different websites. Incorporating this intelligence into services such as the Office Package, WhatsApp and virtual assistants will make the customer experience more agile and productive.

This artificial intelligence, being new, is constantly improving, but it can be said that it is a great ally for the Executive Secretariat professional. It can be easily used to produce meeting minutes, marketing strategies, customer loyalty and content production for social media, among others. Most likely, such changes are here to stay, as a new way of working has been discovered, with more autonomy and profitability for both the self-employed executive secretary and the employer, that is, both benefit from this new work format and these new tools. technological (LANDIM, 2022).

METHODOLOGY

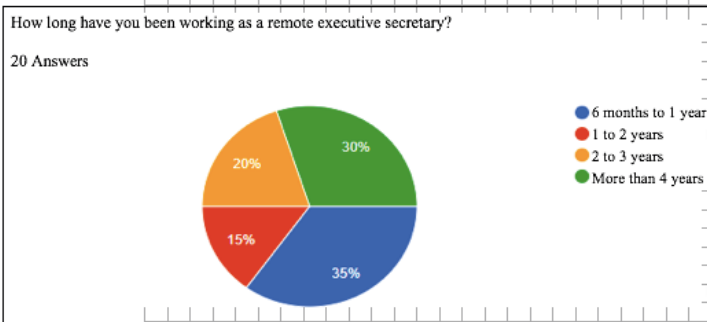
The research was developed through a bibliographic procedure. Then, a survey was carried out with 20 Executive Secretariat professionals who work independently remotely, in São Paulo. As an investigation technique, an online questionnaire prepared on the Google Forms platform was applied, consisting of 10 closed questions to find out which technological allies these professionals use to undertake. The results were also recorded using Google Forms, which generated the graphs below.

DISCUSSION

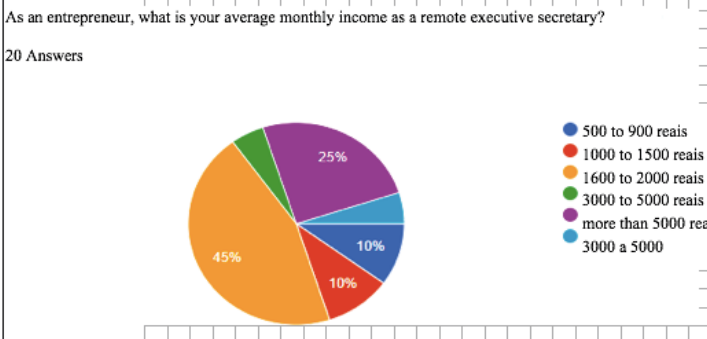
The results obtained point to the fact that remote work is already a reality for many secretarial professionals, whether working autonomously and as a freelance professional, or through an employment relationship in which the organization has adopted the fully remote or hybrid modality. *Telegram, Whatsapp, Google Agenda, Zoom, Pacote Office e Trello* are most used because they facilitate contact with customers, providing more effective prospecting, until the formalization of the remote service provision contract. In accordance with this finding, Silva et al. (2021), carried out a study, using questionnaires applied to students of an Executive Secretariat course at a Federal University and professionals who work as remote secretaries, making it possible to identify the advantages, such as flexible working hours and location, and the disadvantages, such as difficulty in attracting customers and financial instability. Currently, with the return of the hybrid work format, and the launch of new technologies, such as Chatgpt, the advantages and disadvantages of remote work are being considered, suggesting the need to study new aspects of the topic and the impact of labor legislation.

Remote work is an option for those who wish to have more autonomy and flexibility

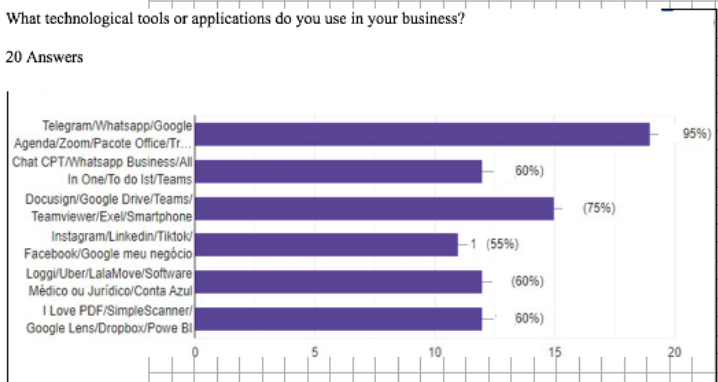
RESULTS



1). It can be seen that, in the graph to the side, 35% of Executive Secretaries are new to their role, as entrepreneurs in the remote area. 30% have been working for more than 4 years, following a solid path, owning their own businesses and gaining ground in the job market.



2). It can be seen that 45% of Secretaries in their remote work have, on average, monthly earnings between R\$1,600.00 and R\$2,000.00. Another solid part corresponds to the 25% of interviewees who achieve earnings above R\$5,000.00, with customer loyalty, maintaining profitability with a competitive advantage.



3) With 95 percent of the responses collected, in this question, it appears that the technological tools or applications most used in the business of entrepreneurial departments are: Telegram, WhatsApp, Google Calendar, Zoom, Office Package, Trello. Followed by 75 percent of professionals who use: Docusign/Google, Drive, Teams; teamviewer, Excel, smartphone. Regarding the least consulted tools, the research refers to Instagram, LinkedIn, Tiktok, Facebook and Google my business

in their career. However, professionals in the field must be prepared to deal with market demands, as well as capable of innovating and adapting to technological changes. The success of entrepreneurship for the Executive Secretariat professional is directly linked to the fact that they must be updated on the new technological tools available on the market.

CONCLUSION

This work intended to show the importance of entrepreneurship in the field of Executive Secretariat and how new technologies have influenced this area of activity. The text addresses the figure of the entrepreneurial Executive Secretary, who is capable of identifying business opportunities, innovating and adding value to the services provided.

It is clear that technology is used as an ally for entrepreneurial Executive Secretaries, who can use digital tools to optimize processes, improve communication with the team

and customers, and increase efficiency and productivity. Furthermore, the text highlights the need for professionals in the field to be up to date with new technologies and tools available on the market. Thus, fulfilling the general and specific objectives of this work, showing that the Executive Secretariat professional can act in an entrepreneurial manner and be successful and profitable.

Remote work is already a reality for many entrepreneurial professionals in the Executive Secretariat, whether working independently or through employment, in which the organization has adopted a fully remote or hybrid modality. In any modality, technology is used as an ally, as digital tools optimize processes, improve communication with teams and customers and increase efficiency and productivity. Therefore, there is a need for professionals in the field to be up to date with new technologies and tools available on the market and adapt to them, so that they can meet market demands.

This research points to the fact that Executive Secretariat professionals are not obsolete. Since the emergence of the Remote Secretariat niche in Brazil, around the 2000s, which was later driven by the COVID-19 pandemic, most have followed technological advances. Today, many professionals, including those from other areas of training,

who have had contact with the remote segment, express a preference for this method of action.

Entrepreneurship combined with the Executive Secretariat can be explored in different ways, but it requires dedication, planning and commitment on the part of professionals. However, it is possible to notice that some give up and return to the job market in search of employment with a formal contract (CLT). However, the crucial point is that in times when the Executive Secretariat professional is fired from a CLT job or needs to leave the company for health reasons, schedule incompatibility or even to dedicate himself to motherhood, they find refuge in the Remote Executive Secretariat. This can bring many advantages, such as geographic freedom, different working hours and demands and the significant possibility of reducing the time and money spent on commuting.

It is concluded that entrepreneurship combined with new technologies are the key to the success of the Executive Secretariat professional, in his remote work. The use of technological tools is essential for the efficient performance of the profession and consequent individual success. Furthermore, it contributes to economic development, generating wealth and benefits for society.

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