

Path Dependence Concept: study on the entrepreneur at açai point

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SUMMARY

When considering the importance of history as learning for future actions, allied to the temporal sequences that explain the economic and social development is that this research set as an objective to identify the trajectory of the açai entrepreneur when it studied from the conceptual perspective of Trajectory Dependence. Through a preponderantly bibliographic research method, it was concluded that the entrepreneur who today acts as açai scout in the cities of the Brazilian Amazon had as a precursor the man who acted in guilds in the free cities of Europe, passed through the historical performance of the black and Indian in the Brazilian Amazon and culminated with the northeastern who, after the decline of the rubber golden age, began to exercise extractivism in the holes and rivers that surrounded the cities of the Brazilian Amazon. In short, the dependence of the current açai entrepreneur who works in the cities of the Brazilian Amazon.

KEYWORDS: Açai beater. Dependence on trajectory. Rubber golden age. Brazilian Amazon.

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I. INTRODUCTION

The concept of path dependence seeks to explain the importance of time sequences of development and considers, in addition to time, events and social processes (BERNARDI, 2012). In this sense, North (2018) complements by expressing that history matters, not only because one can learn from the past, but also because the present and the future related to the past through the continuity of a society's institutions and the choices of today and tomorrow shaped by the past.

It understood that understanding history makes it possible to discover the logic of the world around us, and for this, it is necessary to understand the details of how it came to this moment. In this direction, Bernardi (2012) warns that for many years a general and historical conception of social processes has been the ontological and epistemological norm in many branches of the social sciences and especially in neoclassical economic theory.

Thus, comparative historical analysis is part of a long-standing intellectual project aimed at explaining substantively important results and can be understood as a branch of historical neo-institutionalism and defined by its concern with causal analysis, its emphasis on the temporality of processes and the systematic and contextualized use of comparisons between cases (MAHONEY; RUESCHEMEYER, 2003).

History records that at the end of the medieval era there were more than a thousand cities scattered throughout Europe and each one of them in full economic explosion. These cities, called free cities, offered barns, stores, lodging, etc., and these cities also served as meeting places for craftsmen of the most diverse modalities and these craftsmen of free cities organized themselves in guilds that were the corporations of the trade of founders and locksmiths, weavers, dyers, bricklayers, embroiderers, hatters, carpenters, etc. (RIFKIN, 2016).

The historical evolution leads to the point of açai, place of retail sale of the juice or wine of açai. In this context, Araújo (2017) says that, along the lines of the guilds, the artisanal açai scouts are small establishments, usually family businesses that buy the fruit of the açai from intermediaries and sell the wine or juice from it directly to the consumer. They are located in the most diverse municipalities of the Brazilian Amazon.

The context leads to the following guiding problem of this research: What is the trajectory of the açai entrepreneur when studied under the concept of Trajectory Dependence? As a result, the purpose of this investigation is to identify the trajectory of the açai entrepreneur when it studied under the concept of Trajectory Dependency.

As previous basic studies, Bernardi (2012) initially identified, whose objective was to map out the main differences and controversies among the authors who treated the concept of trajectory dependence. This research also guided by the work of North (2018), which resulted in a work focused on the study of institutions, the evolution of institutions and the synergy with economic performance.

As a justification, it is expected that by understanding the temporal sequences, events and social processes (path dependence) of entrepreneurs who act today as açai scouts, it will be possible to contribute to their future and the continuity of their business, because the present and the future are related to the past through the continuity of the institutions and the choices of today and tomorrow are shaped by the past (BERNARDI, 2012; NORTH, 2018).

II. THEORETICAL REFERENCE

2.1 Trajectory Dependency

There is no controversy that institutions affect economic performance, although North (2018, p.13) said, "neither current economic theory nor cliometry (new economic history) gives samples of valuing the role of institutions in economic performance because there is still no analytical system that integrates institutional analysis with science.

On the other hand, when one studies historical institutionalism that, as the nomenclature expresses, analyzes economic history from an institutional point of view, one can see that the choices made when institutions and policies formed have a constraining effect on their future development. Because of the inertial tendency of institutions that would block or hinder subsequent changes (GAINS; JOHN; STOKER, 2005).

In the previous context, if an economic segment, such as the açai microentrepreneur retailer, were to adopt a specific path, it would require a great effort or even an external shock to change the direction and course of the institutions in later moments. Hall and Taylor (1996) emphasize that historical institutionalists are associated with the particular perspective of historical development, defending a model of social causality that is path dependent.

The criticisms made by Brian Arthur and Paul A. David, based on non-linear stochastic models on the premises of efficiency of neoclassical economic theory, demonstrated that, among two or more alternatives, the most efficient would not necessarily prevail in conditions of increasing returns. In which an increase in the application of a technology, as well as an increase in the production or distribution of a product raises the benefits in a self-reinforcing way. In this discovery and under the arguments of the authors, the concept of path dependence had its initial studies (BERNARDI, 2012).

It is also worth mentioning that Arrow (2004) remembers one of the embryonic studies on path dependent when he says that empirical evidence confirmed the existence of trajectory dependent processes. He reminds the author that Veblen's work on the explanation of why Germany's economic development exceeded that of the United Kingdom, although the German case was that of a latecomer. According to Veblen, the British pioneer made the country hostage to obsolete capital goods, while Germany, for having developed industrially, was able to use new and more efficient technologies (BERNARDI, 2012).

In view of North's (2018) understandings, when it expresses that history matters and that the legacy of the past conditions the future, historical institutionalism defends the idea that individuals act within institutional arrangements whose current structure and functioning can only be understood if the analysis is integrated to a historical perspective. In this case, the concept of path dependence emerges as an analytical tool for understanding the importance of temporal sequences and the development, in time, of events and social processes (KAY, 2005).

Moreover, for many years, it understood that the development of social and economic processes did not influenced by the past. Since each result is more or less determined in the present moment and analyzed by an existing configuration of variables whose causal impact is constant regardless of their location in the temporal sequence of events (HOWLETT; RAYNER, 2006; HOWLETT, 2009; DAVID, 2000).

In contradiction, the current use of the concept of path dependence opposes this line of thought, so the emergence and diffusion of works that incorporated the temporal dimension of social processes to the analysis from the idea of path dependence. On the one hand, and the common divergence before the historical approaches

mentioned above, on the other, do not mean that there is consensus among the authors on the definition and empirical applicability of the term path dependence (BERNARDI, 2012).

The conceptual unanimity of path dependence does not exist. Thus, authors such as Greener (2005); Mahoney and Schensul (2006) as well as Bennett and Elman (2006) argue that the concept of path dependence is used in quite different ways and with various degrees of specification by experts interested in the application of history and temporality to understand political, economic and social phenomena. Bernardi (2012) points out that:

The most recent literature indicates different explanatory mechanisms are responsible for processes of trajectory dependence, so it becomes indispensable to identify the operative logic of the parts and gears of each one of them. This is because sources of change and the susceptibility to change will vary depending on the explanatory mechanism in operation. Without this understanding, the concept of path dependence loses much in terms of analytical utility and more general explanatory power.

Mahoney (2006, p.135) understandings stand out in this circumstance when he says there are "other types of trajectory dependence as reactive sequences, in which instead of the stable reproduction of a particular result over time. What we have are rather reaction dynamics and counter-reaction in which each event in the sequence is both a reaction to previous events and a cause for subsequent events".

Bernardi (2012, p.159) adds that "in a reactive sequence the initial events are also especially important, not because they trigger a self-reinforcing process of a pattern, but because they set in motion a chain of strongly interconnected reactions and counter-reactions that lead the process to a specific development path. Thus event A, an initially contingent event, leads to event B leading to event C and so on until event Z of interest reached (MAHONEY, 2000).

These are processes of intrinsic sequentiality: chains marked by events in which the temporal order of events is well established; links between events or processes marked by necessary or sufficient relationships; and temporal separation of events is minimal (MAHONEY, 2006).

The understanding that has prevailed in relation to the concept of trajectory dependence associates the idea with a specific type of sequence in which, in a given context of multiple alternative initial conditions. Contingent events during a critical juncture favor one alternative over the others, which will then trigger a specific pattern of development, or trajectory, which will constrain the later degrees of freedom of the actors (BERNARDI, 2012).

The concept of trajectory dependence is still under construction, both in the debate within the economy and in the specialized literature of Political Science, Sociology, Accounting, etc. However, the most recent literature indicates that there are different explanatory mechanisms responsible for processes of trajectory dependence, so it is essential to identify the operative logic of the parts and gears of each of them. This is because potential sources of change and the susceptibility there are changes will vary depending on the explanatory mechanism in operation (BERNARDI, 2012). Under the conceptual premises of trajectory dependence, the work evolves in the sense of describing the historical path of today's açai beater entrepreneur.

2.2 Historical Path of the Açai Tracker Entrepreneur

Initially, it argued that the economic resources involved in the production of goods and services do not adjust themselves and, in the productive context such as the production and sale of açai, institutions needed to provide rules for the organization of these productive factors generating, consequently, goods and services committed to the welfare of society (SCHMID, 2004).

The European feudal economy has stood out like (i) Having the energy matrix present in the labor force composed of the strength of animals as servants, oxen and horses; (ii) Forests provided thermal energy for metallurgy with small-scale production; (iii) Clergy and nobles controlled the land; (iv) Illiterate population and economic life was under the play of the temporal and spatial limitations of oral culture (RIFKIN, 2016).

It is also possible to point out that in the European feudal economy, economic exchange rarely extended beyond direct family relations and kinship. In this situation, in communities with strong inbred ties, a person's word was to guarantee the reliability of the exchange between neighbors (RIFKIN, 2016).

The feudal economy evolved from that of subsistence to a market economy that, in addition to producing for consumption, also went on to commercialize, a reality that divides the economic history of humanity and, in this panorama, the "free cities" that were at the end of the medieval era appeared in numbers of more than a thousand. The artisans of these new cities organized themselves in guilds (RIFKIN, 2016).

The guilds were small enterprises made up of artisans who carried out various activities such as founders, locksmiths, weavers, dyers, gunsmiths, bricklayers, glaziers, carpenters, etc. They worked together where it was possible to establish quality standards for their articles, set fixed prices for their products, determine the quantity produced among others (EPSTEIN; PRAK, 2008).

Rifkin (2016) lists the discontinuity of the entrepreneur model, called guilds, occurred in the 17th century and the reasons: (i) dissolution of feudal communes; (ii) sudden availability of a cheap labor force; (iii) new productivity potential resulting from the convergence of the press with energy from wind water.

On the other side of the world, in the Brazilian Amazon, in 1616 the Portuguese arrived and, regarding this scenario, Santos (1980) and Costa (2012) report that the Brazilian Amazon lives in a panorama that the economy was turned abroad and in a conjuncture of relative euphoria inherited from the end of the previous century. However, showed no signs of internal solidity and, in this direction, he stresses: (i) the fishing activity was for domestic consumption; (ii) cattle raising and inexpressive agricultural activities; and (iii) reduced industrial activity.

In the previous historical economic context, Costa (2012) reports that there was a shift from an agricultural project to a systematic and dominant practice of extractivism of collection, bringing the following problems: (i) Redefinition of the role of agriculture from a basic condition of export to one of supplying internal needs to the colony; (ii) Structural restrictions to obtain means of production in the world market, in particular black slavery, which was expensive, and obtaining it required means of international payments.

The indigenous labor force was a viable alternative to the African one, but its use seen as a second option, therefore an admittedly inferior alternative (COSTA, 2012). From this perspective, Santos (1980, p.61) points out that "the shortage of labor for productive and domestic work was notorious in the Amazon since the early days of colonization. The Indian was therefore unregimented; he became a forced rower, fisherman of the white man, farmer, servant and even infantry soldier".

The century between 1650 and 1750 in the Brazilian Amazon dominated by the economic system of the "cycle of drugs of the sertão", but from the year 1750, it is possible to identify two subsectors: (i) One ascending and consisting of agriculture based on black slaves and the free labor force; and the other and (ii) Decadent based on collection dependent on the system of distribution of the indigenous labor force (SANTOS, 1980; COSTA, 2012).

The economic history records that the colonial Amazon, between the years 1688 and 1755, grew on average 6.3% per year. However, extractivism has become unsustainable in the face of, among other factors, the reduction from 70% to 30% of internal agents in the benefit of exports from the region. Costa (2012) reports that in the search to overcome what interpreted as a crisis, an institutional project emerged with the purpose of an effective agriculture, or a resumption of the civilizing agricultural project of the early days of the Colony, with the characteristics of a peasant.

Within this historical, economic and social framework came what Costa (2012) called caboclo families, who possessed knowledge that the Indian had of the Amazon forest and, at the same time, European needs and values. From then on, one can speak of typical Amazonian peasantry. To this caboclo peasantry one can attribute the responsibility for exportable production.

Between the years 1805 and 1840, the Amazonian economy registered a decline and in large part due to the decrease in the world market price of cocoa added to other factors such as the war of the Grão Pará with French Guiana that destroyed the lives of both colonizers and natives. Therefore, at the end of this historical phase, the income per capita fell to 49 dollars (SANTOS, 1980).

The economic history of the Amazon, when focused on the rubber cycle, records that, initially, rubber was the raw material for rudimentary items such as raincoats, galoshes, shoes and sandals sold in the North American and European markets (SANTOS, 1980; COSTA, 2012). Costa (2012, p.62) evolves when he complements that "the turning point in the generation of latex needs, a raw material that was known to exist in abundance only in the Brazilian Amazon, was the vulcanization of rubber". In this context, Santos (1980, p.75) explains that "preceded by scientific knowledge that had been developing since 1736, the discovery of rubber vulcanization in the United States and England creates new opportunities for the balanced Amazonian economy.

The indigenous labor was the first used in the production of rubber or latex extracted from the rubber tree (*hevea brasiliensis*), although there was a shortage of labor due to growing demand (COSTA, 1980). Thus, for more than half a century, the production of rubber grew in the Amazon along with prices, which generated economic growth of around 6.5% per year (SANTOS, 1980; COSTA, 2012).

The Amazonian forestry man, although he knows the forest, did not adapt to isolation in the jungle. When harvesting latex and as an alternative came, the northeastern operate who was fleeing the drought that hit the Brazilian Northeast. From this angle, Costa (2012) explains that the growth of syringe production supported by the labor of the northeasterners, who were responsible for the population growth of the Amazon between 1848 and 1854, at 3.3% per year. These inhabitants, motivated by successive droughts in the Northeast of Brazil, settled near Belém, a region that today corresponds to the region of the boreholes, where the extraction of rubber with the fulcrum of export began.

In addition, the northeastern labor force characterized for having family productive structures, but without skills and knowledge in dealing with the diversity of production of the Amazon biome and its counterparts. Sequentially the work in the extraction of rubber was the path of possible adaptation and the labor force employed in the seringals came almost exclusively from the Northeast region (SANTOS, 1980).

The golden age of rubber, which occurred around the years 1910 to 1920, existed what was called seringal-empório, which were local companies financed by international sources. However, the economic history registers a decline of this time. Santos (1980) attributes this fact to the high costs of rubber production

allied to the high practices of intermediaries, facts that stimulated the production of rubber in the East and this decline lasted until the year 1920. Costa (2012) complements by expressing that at the base of the crisis was the violent retraction in the value of rubber exports, which in the year 1921 represented 45% of the quantity traded abroad in 1910.

After the rubber crisis and throughout the 20th century, the economy in the Amazon characterized by the following factors: (i) Advance in the level of urbanization; (ii) Formation of small industrial park; (iii) Persistence in primitive agriculture; (iv) Labor force significantly present in the primary sector; (v) Continuation of extractive exploration; and (vi) High vulnerability in relation to abroad and great dependence on imports (SANTOS, 1980).

With the collapse of the rubber economy and the disintegration of the latex production chain, there was an expansion of the peasant base in the region. In this way, the productive force once retained in the seringals and that did not return to the Northeast, moved to sub-regions of the Amazon, occupying the holes and rivers that surrounded the Amazon cities (COSTA, 2012).

The Northeasterners, once trapped in the seringals, now bankrupt, became autonomous agricultural peasants who settled near the large cities of the region, beginning to produce rice, cassava flour, corn and beans to supply these markets. The Northeast region brave men who migrated to the Amazon region made vegetal extraction more than a survival practice; they constituted an economic activity (SANTOS, 1980; COSTA, 2012).

In this context and among today's products manufactured by autonomous agricultural peasants and previously linked to the rubber plantations, açai (SILVA, 2017) stands out. The açai palm (*euterpe oleracea*) is the vegetable that exploited to remove the fruit that gives rise to the açai (açai), drink or wine (SILVA, 2017). Its main product is açai pulp or açai wine, whose consumption in the capital of Pará is significant (ARAÚJO, 2017). From this perspective, açai has become one of the outstanding socioeconomic fruits of the Amazon, and the activity enables significant income distribution to the local population because it directed to thousands of small producers, in addition to the processing industries (NOGUEIRA; SANTANA 2009).

After more than 150 years, the descendants of the northeasterners who migrated to the Amazon at the time of the rubber boom live in the peripheral neighborhoods of the great Amazonian cities such as Belém, Macapá, Manaus, Santarém, Igarapé Miri, and Abaetetuba among others. These are, in great part, the current açai beaters.

The açai-handcrafted scouts are small establishments, usually family run, that buy the açai fruit from intermediaries and sell the açai pulp or wine directly to the consumer. They are located in the most diverse locations of Belém and municipalities in the State of Pará (ARAÚJO, 2017).

In the city of Belém, the açai sold has several origins and depends on the time and under which climatic circumstances it occurs. During the harvest period, which lasts from June to December, the municipalities adjacent to Belém dominated the origin of the açai, such as Cametá, Ponta de Pedra, Igarapé-Miri and Abaetetuba and other cities on the island of Marajó such as São Sebastião da Boa Vista etc. (RIBEIRO, 2014).

In the evolution of the work and valuing human rationality, the present research will be classified because it understood that, in this way, it would be possible to achieve in an organized way the proposed objective, which is to identify the trajectory of the açai entrepreneur when it studied from the conceptual perspective of Trajectory Dependence.

III. METHODOLOGY

Regarding the purpose, it understood that the present study, in seeking to identify the trajectory of the açai entrepreneur when it studied from the conceptual perspective of Trajectory Dependency, faced with the type of research named by Gil (2010) as pure basic research, since the core is the expansion of knowledge of the proposed object.

When we return to the more general objectives, we understand that we are facing a type of research classified by Gil (2010) as exploratory research, because it seeks to acquire knowledge about the trajectory of the açai entrepreneur when this trajectory studied from the conceptual perspective of Trajectory Dependency.

In relation to the design of the research, and the fact that it has been prepared based on material already published as books, articles, annals of events, dissertations and theses, it is understood that this is a typology called bibliographical research.

In the sequence, the result of the exploratory/bibliographical research will be the target of analysis, in the eagerness to understand the historical path of the entrepreneur açai scout today and its relations with the concept of Trajectory Dependence.

IV. ANALYSIS OF THE RESULT

4.1 Analysis from the perspective of Trajectory Dependency

The açai scout, who works in the cities of the Brazilian Amazon, did not appear by chance, did not appear suddenly, did not appear now, did not appear from nowhere, he has a historical trajectory and, in this sense, rescues North (2018) when he expresses that history matters and that the legacy of the past conditions the future. In the context, the concept of path dependence emerges as an artifact that makes it possible to understand the importance of temporal sequences and the development, in time, of events and social processes (KAY, 2005).

The research has shown that the entrepreneur, who nowadays acts as açai scout and sells the wine to the final consumer, has a particular trajectory of development. This is what Hall and Taylor (1996) highlight as historical institutionalists associated with a particular perspective of historical development, defending a model of social causality that is dependent on the trajectory or path dependent.

The business model of the small entrepreneur who today works in the production and sale of açai was embryonarily shaped in the feudal economy at the end of the medieval era, where they were organized in guilds (RIFKIN, 2016; EPSTEIN; PRAK, 2008). With the evolution registered by the economic history and the countless phases and challenging transmutations, it is possible to identify them today acting in the cities of the Brazilian Amazon.

In this context, Bernardi (2012) says it becomes indispensable to identify the operative logic of the parts and gears of each one of them. This is because potential sources of change and the susceptibility to change will vary depending on the explanatory mechanism in operation. Thus, today, it is possible to understand that in the future the small entrepreneur will enjoy the historical experience accumulated by this business segment (GAINS; JOHN; STOKER, 2005; NORTH, 2018). Because they set in motion a chain of strongly interconnected reactions and counter-reactions that leads the process to a specific development path (MAHONEY, 2006).

Now, intrinsic sequentiality processes, that is, chains marked by events in which the temporal order of events is well established; links between events or processes marked by necessary or sufficient relationships; and temporal separation of events is minimal (MAHONEY, 2006).

4.2 Analysis under the precepts of the Historical Path of the Açai Beater Entrepreneur

In the evolution of the economic history of Europe, with the dissolution of the feudal communes allied to the low cost labor force and the appearance of the press, besides the energy coming from the wind water. An economy observed in Brazil that, although it turned towards the exterior due to the interests of the Portuguese Crown, it lacked internal solidity and characterized for having a fishing activity turned to the internal consumption, inexpressive cattle and agricultural activities, besides reduced industrial activity (SANTOS, 1980; COSTA, 2012; RIFKIN, 2016).

It is clear from the economic context described above that, in Brazil and especially in the Brazilian Amazon, the panorama instigated new times, new airs and other achievements, although the export activity based on the "drugs of the sertão" prevailed with the preponderance of limited indigenous labor, that of lower cost than the African (SANTOS, 1980; COSTA, 2012).

Mainly, with the decline in the price of cocoa in the world market, per capita income in the Amazon fell to 49 dollars (SANTOS, 1980). Nevertheless, there was in the air an aroma of a new economic cycle, because the Amazonian rubber as the raw material for countless products of lower benefit of North American and European industry instigated the creative power of man. In this situation, the vulcanization of rubber appeared (SANTOS, 1980; COSTA, 2012).

The aircraft industry started to use the aircraft wheels having as raw material the latex of the rubber produced exclusively in the Amazon; with this, the economy of the Amazon had, for more than 50 years, a growth of 6.5% p.a. In this context, the Amazonian forestry did not have the strength to meet the expressive international demand. The panorama demanded alternatives to the Amazonian Indian labor (SANTOS, 1980; COSTA, 2012).

The northeasterners who ran away from causticants and successive droughts were the alternative to the Amazonian residents; these northeasterners began to extract the latex in the depth of the Amazon jungle. However, and mainly, the high costs of rubber production caused the economic world to look for an alternative, and this came about through the production of good quality rubber at a lower cost in the countries of the East, with which there was a decline in rubber production in the Brazilian Amazon (SANTOS, 1980; COSTA, 2012).

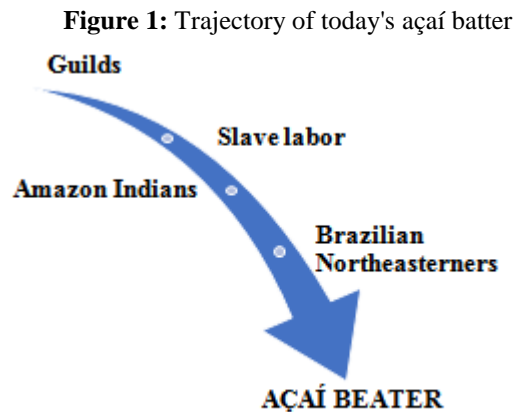
As with the low cost of labor in the economic history of medieval Europe, a fact that contributed to the dissolution of the entrepreneurial model called guilds, the low cost of labor in the enterprises of Eastern companies directly affected the rubberists of the Brazilian Amazon. This is how Bernardi (2012) understandings are rescued, when he expresses that, in a given context of multiple initial conditions, contingent events during a critical juncture favor one alternative over the others, which will then trigger a specific pattern of development, or trajectory, that will constrain the actors' later degrees of freedom.

The post-crisis economic context of rubber in the Brazilian Amazon has returned to extractivism and labor present in a significant way in the primary sector, so that northeasterners who did not return to their

homeland began to reside in the holes, rivers and streams that surrounded the Amazonian cities. These extractivists were not Indians, they were not black, they were Caboclos that planted and harvested fruits from the jungle, among them, the açai. Part of the production consumed and the surplus traded in the ports and fairs of the Amazonian cities (COSTA, 2012).

In search of better living conditions and holders of the expertise in dealing with the production of açai wine, the former northeasterners who worked in the latex rubber harvest, today live and produce açai wine in the extension of their residences in the peripheral neighborhoods of Amazonian cities (SANTOS, 1980; MAHONEY, 2000; BERNARDI, 2012; COSTA, 2012; ARAÚJO, 2017).

Figure 1 below intends to demonstrate the intrinsic sequences that marked events and established temporal links marked by necessary and sufficient relationships in characterizing what called trajectory dependence (SANTOS, 1980; MAHONEY, 2000; BERNARDI, 2012; COSTA, 2012; ARAÚJO, 2017).



Source: The authors, 2020.

In addition to this analysis, North (2018)'s understanding is that history matters, not only because one can learn from the past, but also because the present and the future are related to the past through the continuity of a society's institutions and the choices of today and tomorrow are shaped by the past.

V. CONCLUSION

This research carried out with the purpose of identifying the trajectory of the açai entrepreneur who exercises his activities in the cities of the North region of Brazil and studied from the conceptual point of view of Trajectory Dependence. This one marked by events in which the temporal order of the events is well established; the links between the events or processes are marked by necessary and successively chronological relationships.

It was possible to identify that the European feudal economy, when it evolved from a subsistence economy to a market economy and this exercised in the "free cities", touched the activity of artisans working in guilds and acting in several fronts such as founders, locksmiths, weavers, dyers, gunsmiths, bricklayers, glaziers, carpenters, etc. However, the activities carried out in guilds have declined face to face, in large part, due to the lower cost made available by the labor force added to the new productivity potential resulting from the convergence of the press with the energy coming from the wind water.

When the study returned to the economy of the Brazilian Amazon, it was possible to identify that in the colonial period the export of the "herbs of the sertão" highlighted, whose local production predominantly exercised by indigenous labor that has a lower cost than that performed by blacks from Africa. Macroeconomic factors caused the prices of these products to decline in the international market and with this the economic activity declined.

The next economic cycle, and a virtuous one experienced in the Amazon, called the "Rubber Cycle" whose disclosure by the United States and Europe of the vulcanization allowed demand for latex in expressive numbers and for more than 50 years, with annual economic growth exceeding 6%. In this progressive phase, the Amazon was no longer the Amazonian region where the forestry workforce was working on the extraction of latex, but the Northeasterners who took refuge from successive droughts that hit the Brazilian Northeast and were the holders of the dream of new job opportunities.

The economic world found the production of latex at a lower cost than that produced in the Amazon in the countries of the East, especially in Asia, which through agronomic innovations obtained excellent results and, with this, the rubber cycle in the Amazon suffered a strong interruption. The northeastern who worked in

latex extraction started to rebuild his life based on the subsistence economy in the islands and riverbanks that surrounded the cities of the Brazilian Amazon.

The descendants of the Northeasterners, once rubber extraction workers in the serinegals of the Amazon, now established mostly in the peripheral neighborhoods of the large cities of the Amazon and working in their enterprises in the territorial extension of their residences and with the involvement of their families. Thus, the concept of path dependence emerges as an instrument that makes it possible to understand the importance of temporal sequences and the development, in time, of social events and processes.

The fact that this research privileges the bibliographic methodology as one of the limiting aspects stands out, for possibly empirical work where the descendants of northeasterners and today residents of the cities of the Brazilian Amazon. Where they exercise their professional activities in the production and sale of açai wine, if consulted, could bring contributions to the proposal of this work.

Given the limitations previously highlighted, new research suggested, now through empiricism and the opposite path to that taken by this work. From the consultation of the açai scouts operating in the Amazonian cities, seek to identify whether the historical trajectory would lead them to the system of entrepreneurship through the guilds present in the free cities of medieval Europe.

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