**ABSTRACT**

Entrepreneurial development in Latin America is varied and complex. The concept of reflexivity can be used to investigate the complexities of the entrepreneurial system in Latin America; however, it has rarely been used in entrepreneurship, which refers to finding strategies to question our attitudes, thought processes, values, assumptions, prejudices, habitual actions, and understanding how we relate to others. To explore reflexivity and how this area can provide support to reimagine Latin American entrepreneurial dynamics, a literature review was conducted, and two theoretical models were proposed that show the complexity of the region and routes where reflexivity can foster a path for the region to change and advance its entrepreneurial efforts.