



GUESSSS how entrepreneurs are made at Hogeschool Rotterdam!

16-03-2015

applied **research**

Research Centre
Entrepreneurship &
Business Innovation



Programme

Theoretical framework for promoting entrepreneurial behavior

Peter Anker

GUESSS-survey outcomes 2013

Arie de Wild

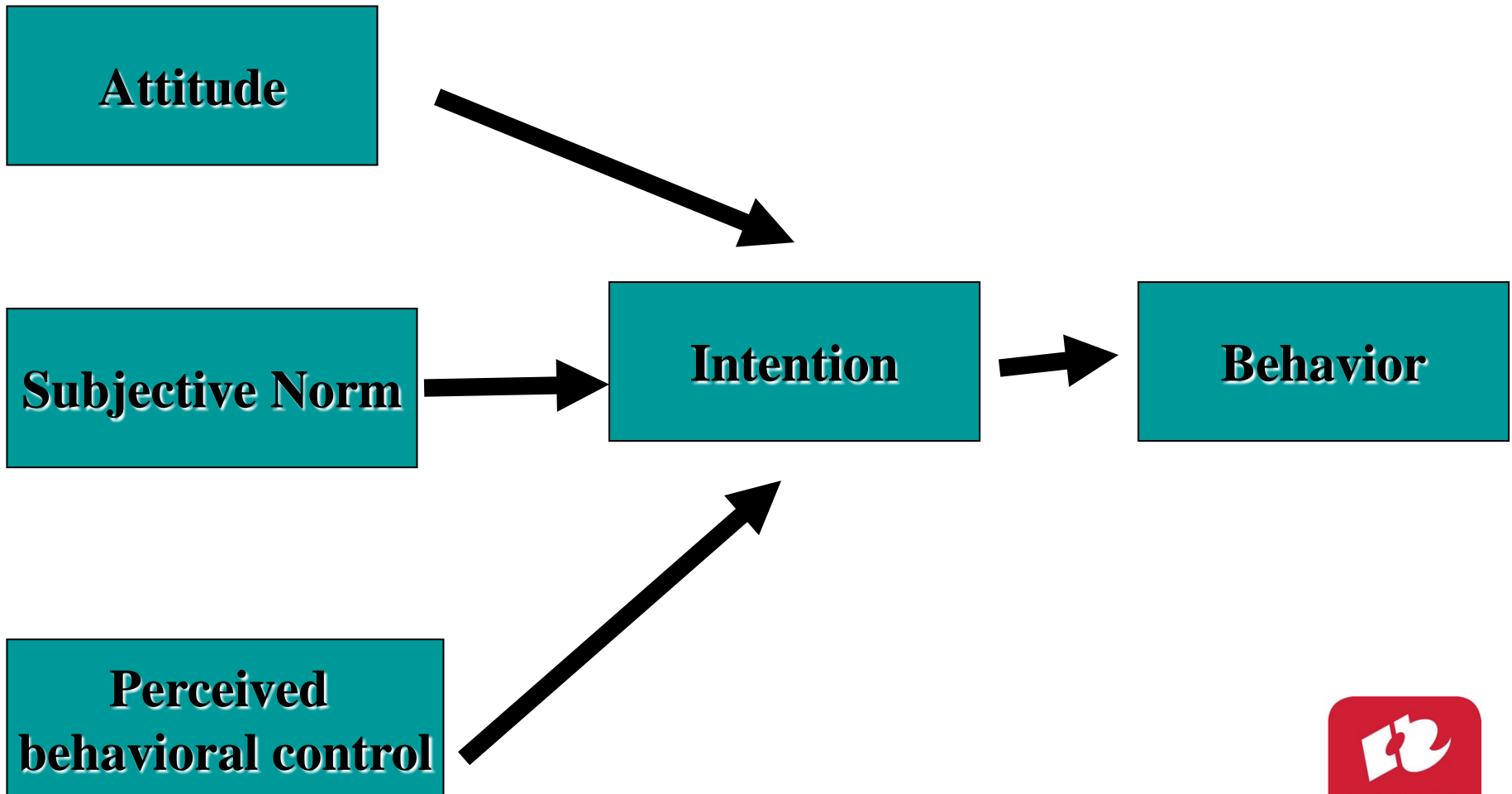
GUESSS survey roll-out in 2013 and 2015

Vincent Versluis

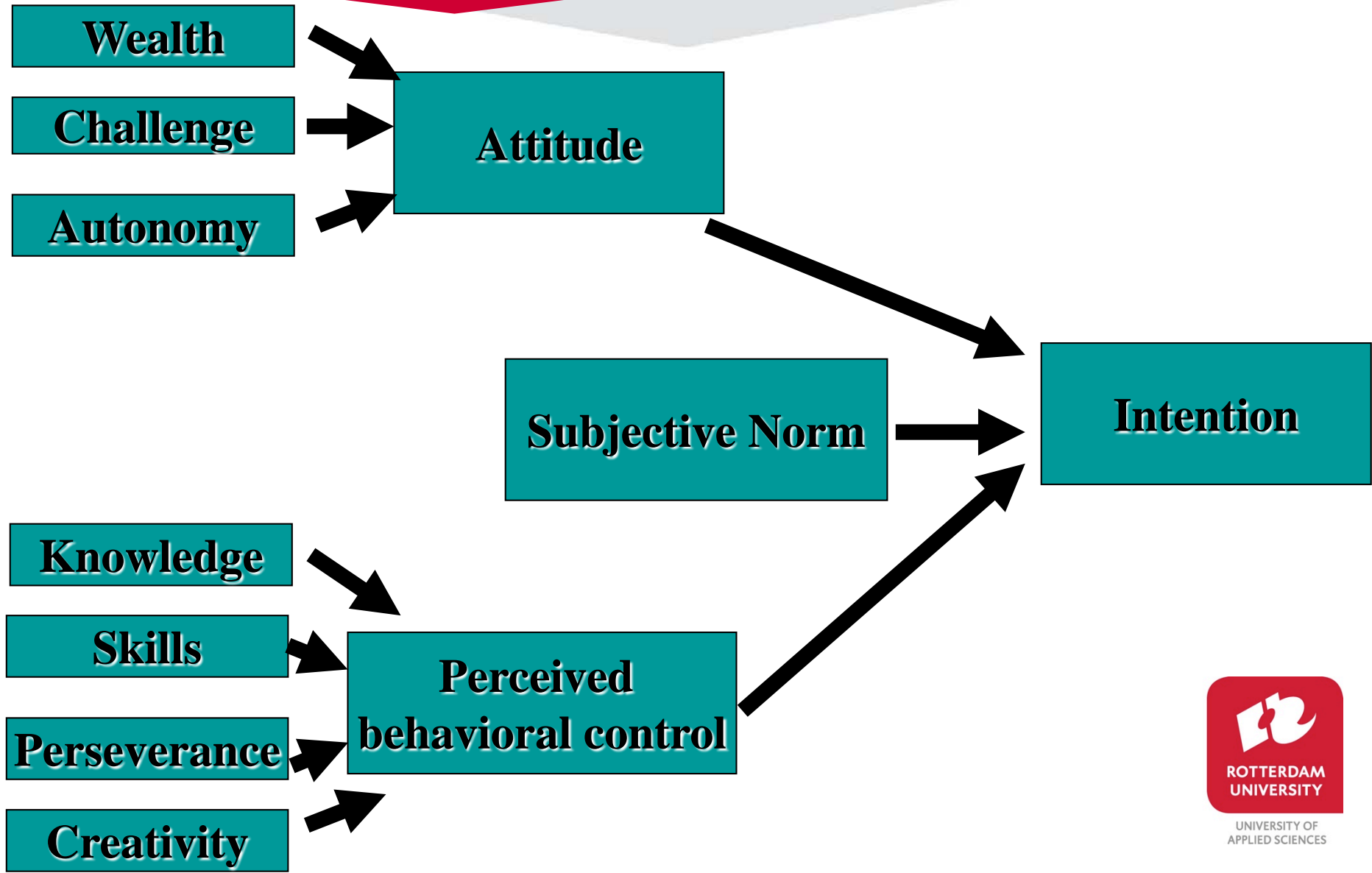
Theoretical framework for promoting entrepreneurial behavior

Peter Anker

Theory of Planned Behavior (Ajzen, 1985)



Theory of Planned Behavior (Ajzen, 1985)



What can we do to create an entrepreneurial spirit or / and entrepreneurial behavior?

- ▶ More entrepreneurs at the Hogeschool Rotterdam!
How????

■ <https://www.youtube.com/watch?v=viLWYJ4xFtE&feature=youtu.be>

GUESSS-survey outcomes 2013

Arie de Wild

HR participation in GUESSS 2013

- 4.285 minor students
- 540 respondents (12,6%)



GUESSS

Global University Entrepreneurial Spirit Students' Survey

Students joined a competition to write a paper using GUESSS data



Merel



Jeroen

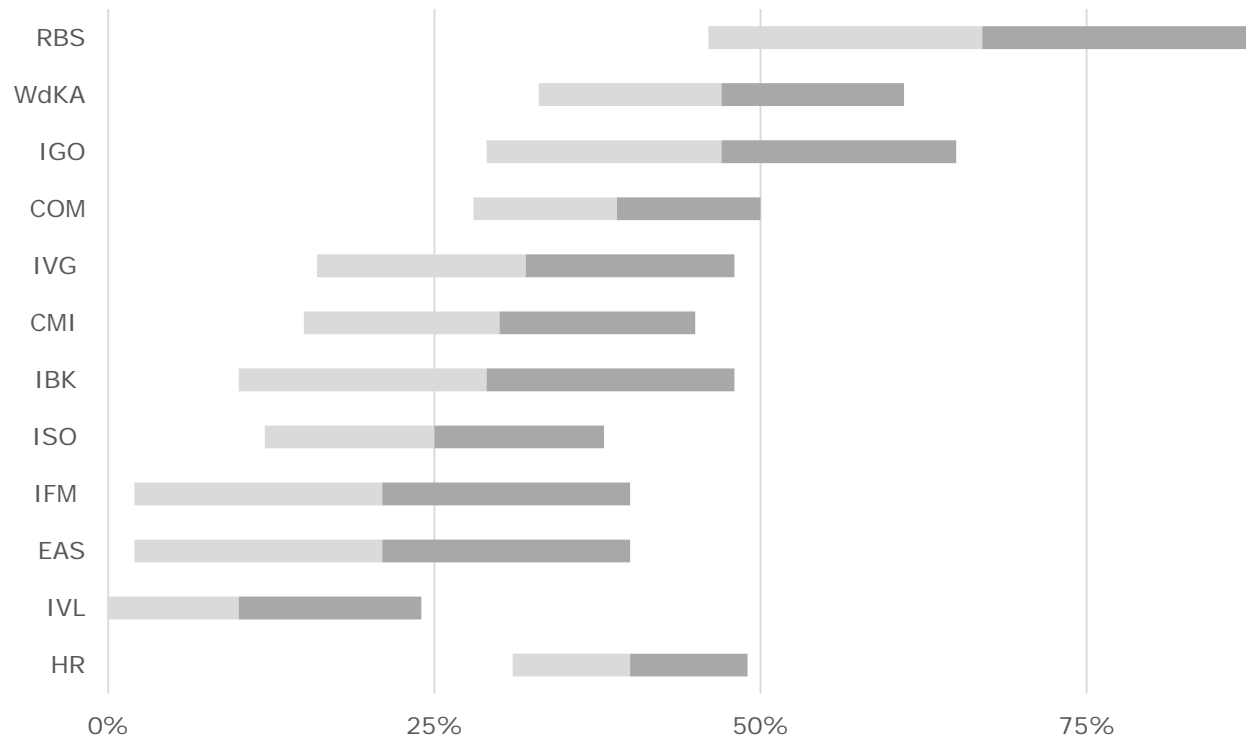


Marijn

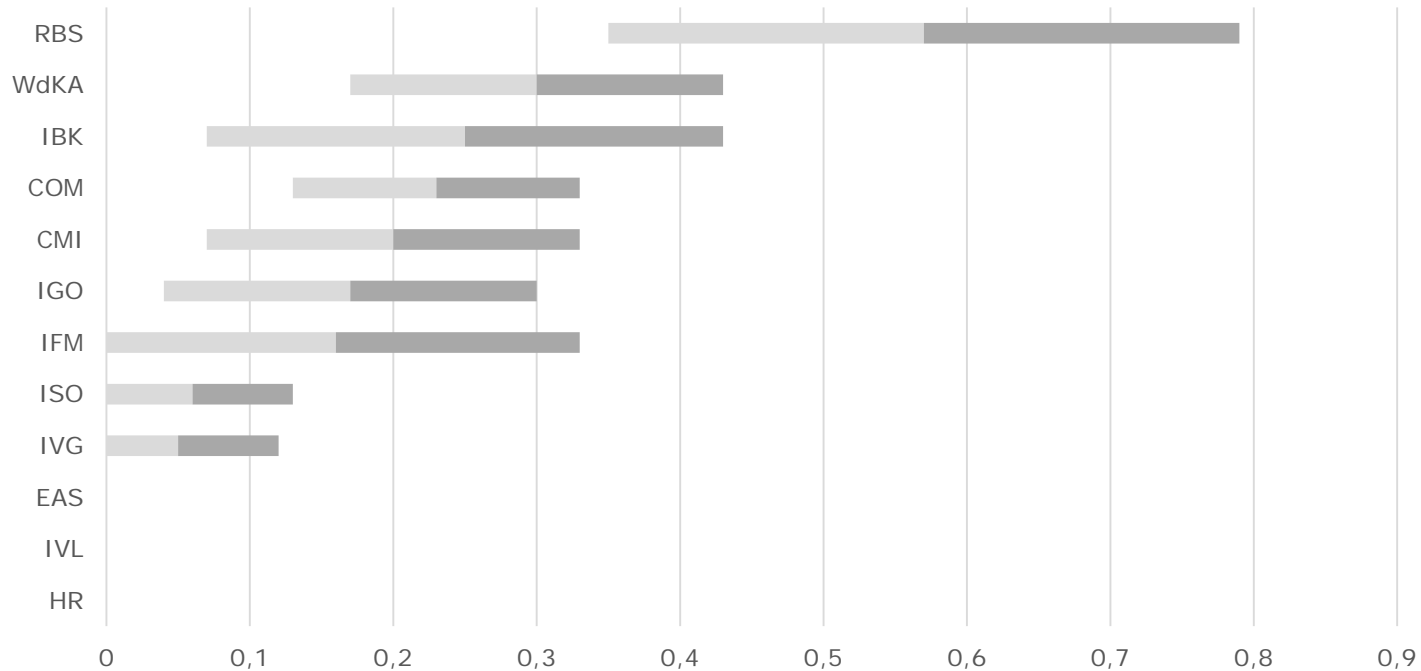


Erwin

36% intends to start-up in 5 years



19% is starting up a business



12% owns a business

22% either owns or starts-up

3% chose HR for its entrepreneurial reputation

Reason for choosing HR	Perc.
Good reputation of school/university	32%
Close to home	27%
Attractive city/location	13%
Strong entrepreneurial reputation	3%
Cost (study and living expenses)	2%
Other	21%

38% inspired by HR to develop new ideas for business

Inspiration new ideas for company	Perc.
Very much disagree	7%
Disagree	11%
Rather disagree	21%
Neutral	23%
Rather agree	24%
Agree	11%
Very much agree	3%

33% states climate HR good to become entrepreneur

Inspiration new ideas for company	Perc.
Very much disagree	7%
Disagree	14%
Rather disagree	19%
Neutral	26%
Rather agree	18%
Agree	12%
Very much agree	3%

54% followed at least 1 subject on entrepreneurship

	Yes	Respondents
I have not yet followed any course on entrepreneurship	46%	238
I have at least followed one elective on entrepreneurship	17%	88
I have at least followed one compulsory course on entrepreneurship	41%	218
I follow a specialization program on entrepreneurship	9%	46

Entrepreneurial intention scale

Ordinal degrees of entrepreneurship intention	Perc.
Owns a business	14%
Starting-up a business	8%
Intends to start-up in five years	54%
No interest	53%
• N = 540 (Valid 399; Missing 141)	

Compulsory course + Specialisation = High score on Entrepreneurial Intention Scale

Independent variables	Significance
Age	,148
Sex (+ for male)	,036
Climate at school (+)	,017
ICT x Age (+)	,015
Elective	,158
Compulsory (+)	,006
Specialization (+)	,000
Management studies	,437
Economics studies	,186
ICT studies (-)	,026
Technical studies (-)	,025
Health studies (-)	,081
Other social studies (-)	,039

GUESSS survey roll-out in 2013 and 2015

Vincent Versluis

Questionnaires have a low response rate

- ▶ GUESSS' instrument is an online questionnaire
 - ▶ Costs are high (30 minutes)
 - ▶ Benefits are low (chance to win an iPad)
- ▶ Low intrinsic motivation to participate
- ▶ Low response rate
- ▶ What can we do to improve response rate?
 - ▶ Send every student in a minor programme the questionnaire
 - ▶ Remind them (several times)
 - ▶ Visit them!
 - ▶ Use some tweaks from Behavioural Economics



We simply visited the students

- ▶ 4 students tried to convince their peers to help them
 - ▶ 10 minute presentations
 - ▶ 39 groups were visited
 - ▶ 588 students were reached
- ▶ We asked for intended commitment in a form
 - ▶ Intention question (Williams et al., 2004)
 - ▶ Socially desirable responding (Paulhus, 1991)



I understand that it is important for our fellow students that I complete this form seriously.

For this I sign:

**Signing before completing form
makes honest (Shu, 2012)**

Student number: (to make sure you receive the link to the online survey)

Socially desirable

Socially desirable

☐ **YES,**

I want to participate in the
GUESSS research by taking a
survey and I am willing to be
interviewed by phone.

Name:

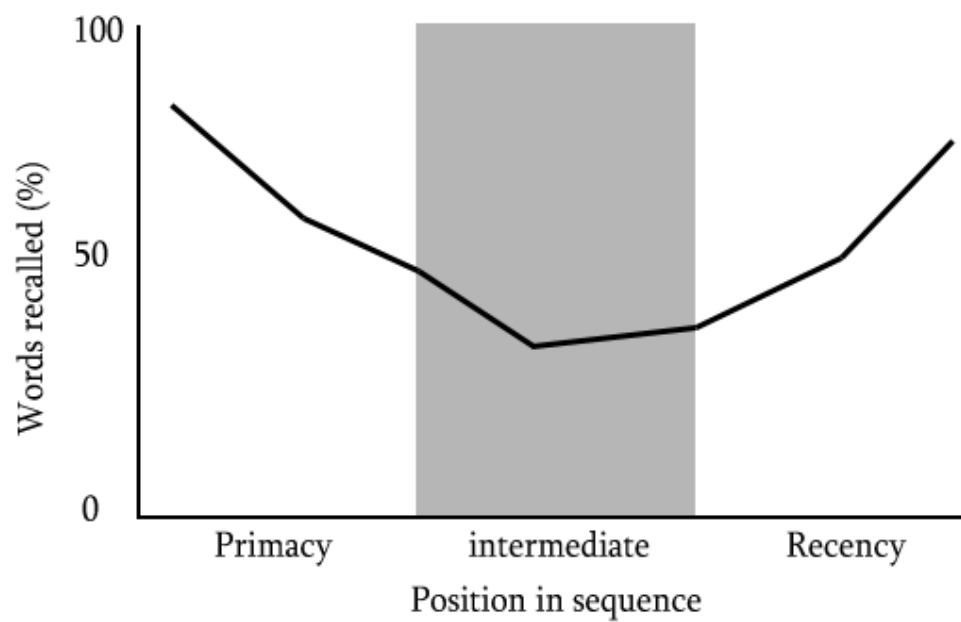
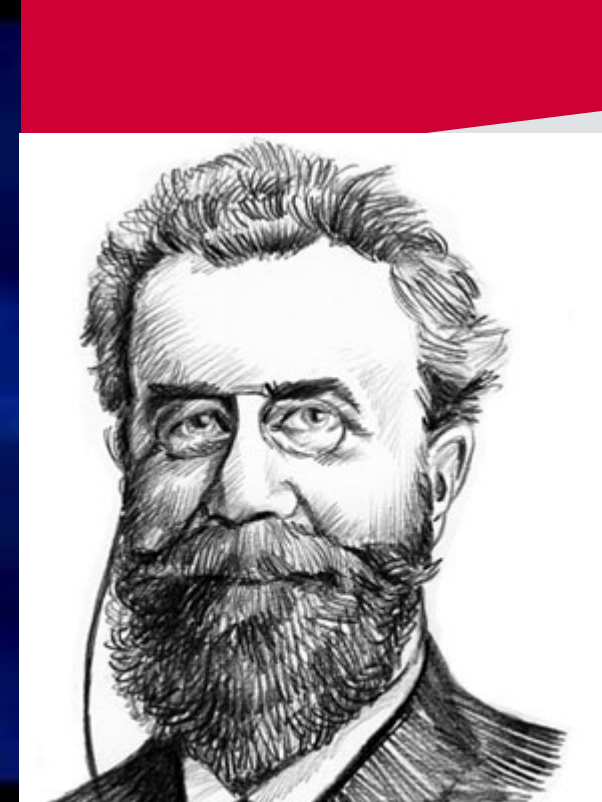
Phone number:

☐ **YES,**

I want to participate in the
GUESSS research by taking a
survey.

☐ **NO,**

I do not want to help you with the
GUESSS research.



**Serial position effect
(Ebbinghaus, 1913)**

I understand that it is important for our fellow students that I complete this form seriously.

For this I sign:

Student number: (to make sure you receive the link to the online survey)

Primacy

☐ YES,

I want to participate in the GUESSS research by taking a survey and I am willing to be interviewed by phone.

Name:

Phone number:

Recency

☐ YES,

I want to participate in the GUESSS research by taking a survey.

Intermediate

☐ NO,

I do not want to help you with the GUESSS research.

Form A

Tom



Jerry'



Jerry



Form B

Tom



Tom'



Jerry



I understand that it is important for our fellow students that I complete this form seriously.

For this I sign:

Student number: (to make sure you receive the link to the online survey)

Ugly Tom


☐ **YES,**

I want to participate in the GUESSS research by taking a survey and I am willing to be interviewed by phone.

Name:

Phone number:

Regular Tom



☐ **YES,**

I want to participate in the GUESSS research by taking a survey.

Jerry

☐ **NO,**

I do not want to help you with the GUESSS research.

I understand that it is important for our fellow students that I complete this form seriously.

For this I sign:

Student number: (to make sure you receive the link to the online survey)

More prominent box

☐ **YES,**

I want to participate in the GUESSS research by taking a survey and I am willing to be interviewed by phone.

Name:

Phone number:

☐ **YES,**

I want to participate in the GUESSS research by taking a survey.

Smaller font

☐ **NO,**

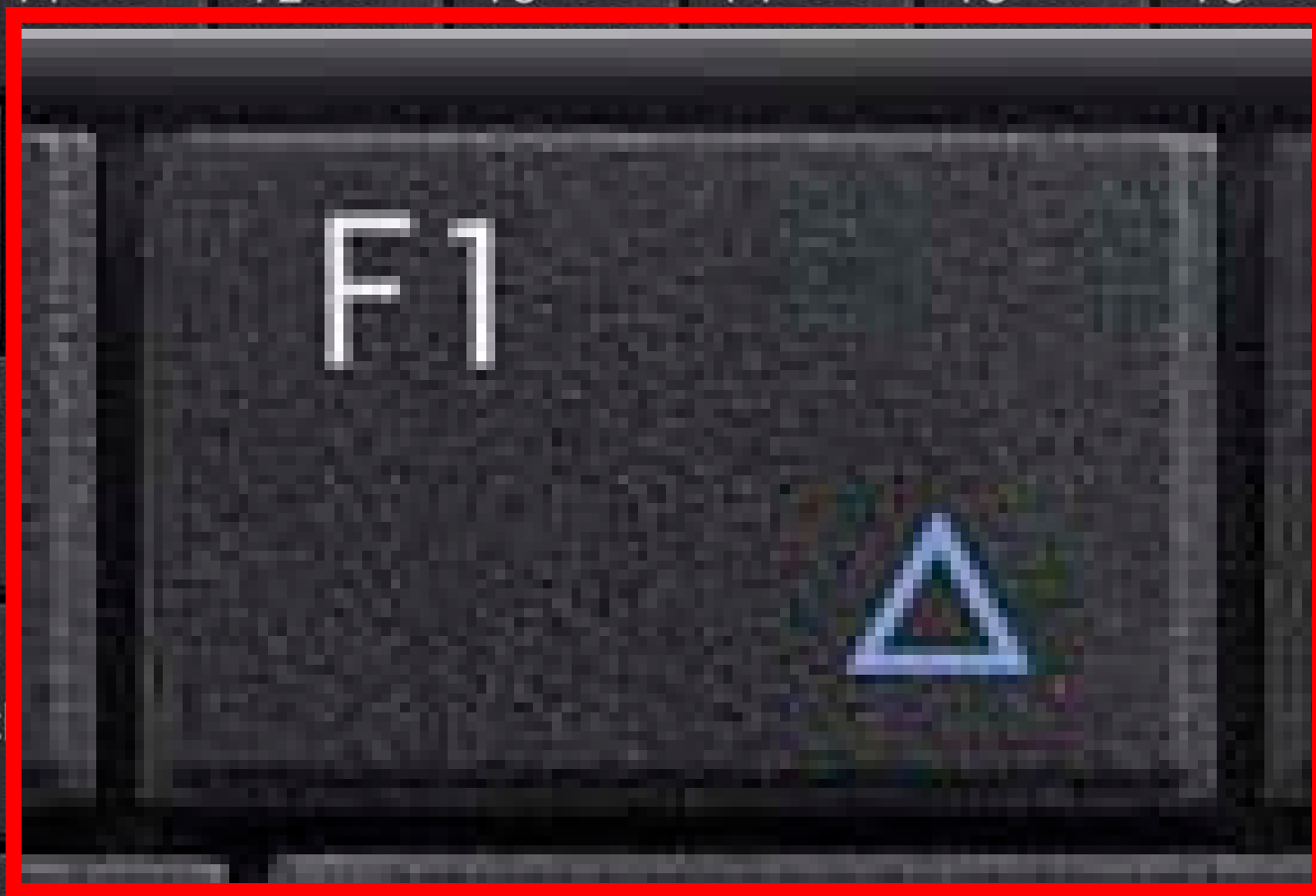
I do not want to help you with the GUESSS research.

Our efforts seem to have paid off!

- ▶ 540 students completed the questionnaire
 - ▶ 26% of visited students completed it
 - ▶ 11% of not visited students completed it
 - ▶ Chi square test shows there is a relationship

		Asked for intention		
		Yes	No	
Survey completed	Yes	150 26%	390 11%	540
	No	438 74%	3307 89%	3745
		588	3697	4285

- ▶ A significant difference, our efforts seem to have paid off
- ▶ Input was also significant, 320 hours
- ▶ We want to repeat using intention forms to boost response



Help button!

How can YOU help this year's GUESSSS?



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APPLIED SCIENCES

exceed expectations