Exploring Entrepreneurship Education: Future challenges and opportunities?

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Personal Experience

- I offer multiple perspectives as a member of society, a researcher, a teacher, manager and a journal editor.
- Professor in Entrepreneurship and Innovation at Swansea University.
- 27 years experience in education with Coventry University, Plymouth University, University of South Wales and Swansea University.
- Experience both as Educator and Researcher. Established two Entrepreneurship Centres.
- Editor-in-Chief of the “International Journal of Entrepreneurial Behaviour and Research” and Associate Editor of the “International Journal of Management Education”.
- Book Series Editor with Emerald on Contemporary Issues in Entrepreneurship.
- Completed 16 special issues as Guest Editor in various journals.
- Published 9 Edited books.
- Over 300 research outputs in journals, journal special issues, edited books, book chapters, conference papers, reports.
- Research into entrepreneurship education, entrepreneurship, small business management.
- Taught entrepreneurship throughout Europe, China and Africa.
Entrepreneurship: a discipline that requires validation?

• Current environment for entrepreneurship is evolving.
• Opportunities and challenges we face in Entrepreneurship.
• Mass adoption globally and curriculum evolution.
• Entrepreneurship discipline is required is validate is existence and evidence its impact.
• Initially perceived as a mass recruitment programme.
• Examples of institutional failure in UK.
• Now a specialist programme requiring significant support.
• The problem of Business students.
• Curriculum Novelty: Examples include 2 year programmes, Team Enterprise, Gender Entrepreneurship, Social Enterprise, Ethnic entrepreneurship, Technology Entrepreneurship, e-learning.
• Importance of Entrepreneurial ecosystems: incubators, seed corn funding, cross faculty initiatives.
Entrepreneurship: so what do we know?

- Significant literature on Entrepreneurship education and its positive impact on attitudes towards Entrepreneurship.
- Significant literature on understanding Entrepreneurial behaviour and opportunity identification.
- Emergent literature on Entrepreneurial learning.
- Emergent literature on Entrepreneurship behaviour in different domains e.g. Africa, India etc.
- Emergent literature on technology Entrepreneurship and new forms of entrepreneurial behaviour.
- Developing literature on family, social, ethnic, gender etc.
- NEED for further evidence on the validation of entrepreneurship education practices and outcomes.
Entrepreneurship: the Academic Discipline

• A relatively new discipline 1970s onwards.
• Originated from Economics, Social sciences and Management disciplines.
• A traditional and conservative discipline.
• Joseph Schumpeter: innovation, creative destruction, importance of entrepreneurial behaviour to economies, e.g. Kodak.
• Israel Kirzner the Entrepreneur recognises and exploits opportunities by enabling resources.
• William Garter discussing economic superhero's.
• The Entrepreneur is a person who enables economic change and growth.
• Entrepreneurship as a deviant behaviour.
• Entrepreneurship and profit/growth.
• Entrepreneurship and culture.
An Entrepreneurial Evolution

Entrepreneurial behaviour is changing......
• Growth focused entrepreneurs.
• Entrepreneurial sustainability e.g. triple bottom line: people, plant, profit.
• Need for Intrapreunerial behaviour.
• Entrepreneurship and politics?
• Globalisation and anti globalisation.
• Multi cultural society.
• Technology evolved entrepreneurs.
• Different forms of entrepreneurial behaviour: social entrepreneurship, female. entrepreneurship, ethnic entrepreneurship, family entrepreneurship.
Political Environment

- Radicalisation of political environment
- Emergence of Far right and far left politics
- Anti-globalisation agendas: Trump, Brexit.
- These issues impact negatively and positively upon entrepreneurial opportunity and behaviour.
Opportunity Entrepreneurship: driven by innovation and knowledge creation
Ineffective Entrepreneurial Behaviour: Necessity Driven entrepreneurship? – a developing world context?

Problems driven by culture, society trends and infrastructure
Graduate Unemployment: endemic in Developing world contexts

• Teach appropriate skills and knowledge.
• Create effective and appropriate University ecosystems to support Entrepreneurial activity and self employment opportunities.
• Need to evaluate and disseminate best practice,
Developed World Problem as well?

Growth of mega cities impacting upon entrepreneurial behaviour and attitudes: Infrastructure issues
Entrepreneurial Culture and Society: a UK perspective – evolution and change
Emerging Entrepreneurial Trends in the UK....

Trends towards the Service sector and improving self image.
Transformational Entrepreneurship

The creation of an innovative virtue based organization for the purpose of shifting resources out of an area of lower value into an area of higher purpose and greater value under conditions requiring holistic perspective.

(Miller and Collier, 2010)
Socio-economic value creation: Transformational Entrepreneurship

Max Marmer, 2012
Artisan Entrepreneurship
Technological Evolution: a driver of change

- 3D Printing
- Artificial intelligence
- Robotics
- Mobile technologies
- Mobile learning
- Big data
- Wearable technologies
- New materials enabling innovation: graphene

Thus
- So new business models.
- New products and services
- New entrepreneurial behaviour.
- Cultural change driven by technology.
Evidence on the Outcomes of Entrepreneurship Education

A Tale of Two Universities: Graduates Perceived Value of Entrepreneurship Education
P Jones, D Pickernell, R Fisher, C Netana Education + Training 59 (7/8), 689-705 2017

• **Portfolio** careers: business start-ups, social enterprises, education, public sector, academia, consultancy, enterprise support agencies.
• Value of **enterprise skills** and **entrepreneurship**.
Entrepreneurship: the future?

- Entrepreneurship behaviour will continue to evolve alongside societal and cultural change.
- Move from Neo-liberal to environmental sustainability models.
- Communities need to attract entrepreneurial activity which gives identity, locality and sustainability to the societies that they serve e.g. Artisan businesses, Social enterprises.
- Entrepreneurial solutions differ for the developed world and developing world.
- Entrepreneurial solutions differ for specific countries and regions.
- Social Enterprise in the UK to replace public service provision?
- Anti-Globalisation agendas?
- Anti-immigration agendas?
- Environmental sustainable vs economic sustainable.
- Realignment of University curricula towards self-employment.
Requirements to support Entrepreneurial activity

- Creation of regional Entrepreneurial eco-systems.
- Non “vanilla” entrepreneurial Education and curriculum.
- Focused Entrepreneurship education with identity to support specific regions.
- Social Entrepreneurship.
- Supportive local and national government legislation for entrepreneurial activity.
- Re-emergence of community social enterprise locally sourced products and smaller supply chains?
- NEED for further evidence on impact and value of Entrepreneurship Education and of ecosystems.
- NEED for further evidence on emergent entrepreneurial behaviour’
- Need to re-consider existing entrepreneurial theories based on entrepreneurial and cultural evolution.