



Schweizerisches Institut  
für Klein- und Mittelunternehmen

Universität St.Gallen



**GUESSS**

Global University Entrepreneurial Spirit Students' Survey



# GUESSS 2016

**Global University Entrepreneurial Spirit  
Students' Survey**





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## What is GUESSS? Key Facts

- «**G**lobal **U**niversity **E**ntrepreneurial **S**pirit **S**tudents' **S**urvey»
- A global research project that investigates students' entrepreneurial intentions and activities
  - With a global data collection wave every 2-3 years
  - With significant academic and practitioner-oriented output
  - With valuable benefits for all involved parties

GUESSS is THE global research project on student entrepreneurship.

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## What is GUESS? Main Goals

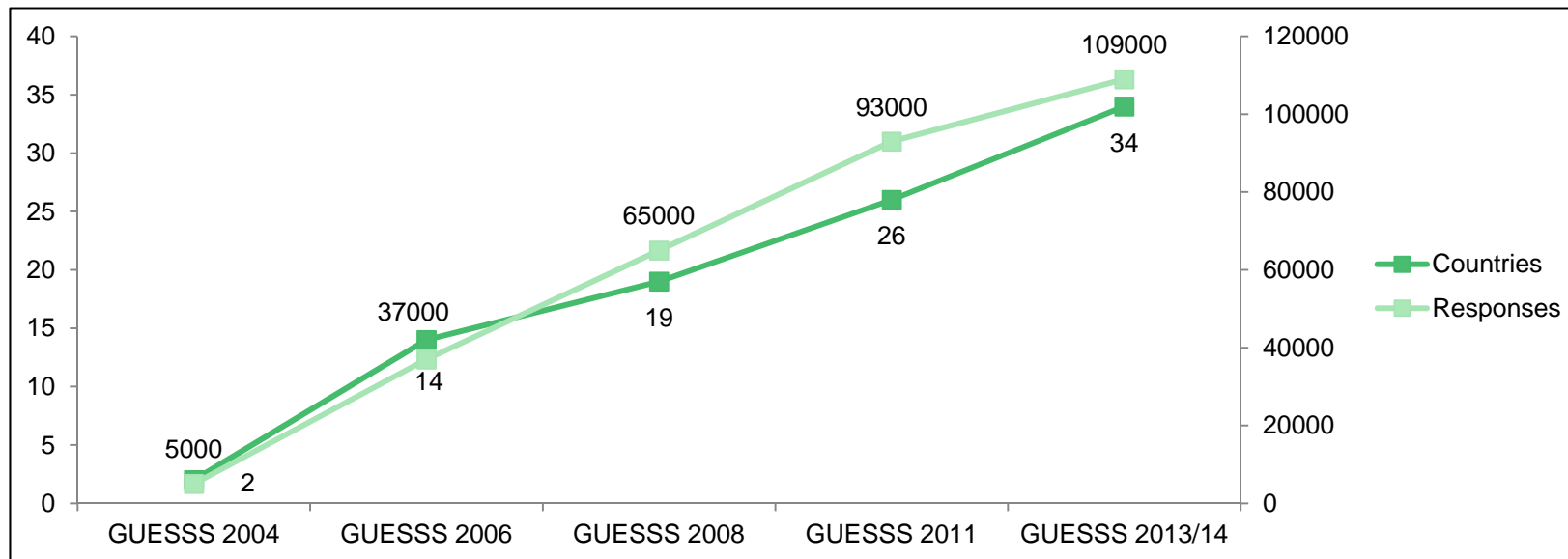
- Global systematic observation (panel) of students' entrepreneurial intentions and activities
- Identification of antecedents and boundary conditions of entrepreneurship
  - Factors on different levels: individual (e.g., motivations), family (e.g., family structure), university (e.g., entrepreneurship education), and institutions (e.g., culture)
  - Types of entrepreneurship: new venture creation, succession in the family firm context, firm acquisition, etc.
- Collection of a worldwide unique high-quality data set

The overall aim is to create unique value for different stakeholders: public, universities, students, and academics.



## What is GUESSS? The History

- Initiated at the University of St.Gallen (Switzerland) in 2003 (labeled ISCE until 2006)
- 6 online data collection waves so far
  - 2013/14: 34 countries, >750 universities, almost 2 million contacted students, >109'000 completed responses



Next edition in 2016: More growth!



# What is GUESSS? The Teams of 2013/14

#	Country	Main Representative	University
1	Argentina (ARG)	Prof. Silvia Carbonell	IAE Business School
2	Australia (AUS)	Prof. Paull Weber Louis Geneste	Curtin University of Technology
3	Austria (AUT)	Prof. Norbert Kailer	Johannes Kepler University Linz
4	Belgium (BEL)	Prof. Dr. Hans Crijns	Vlerick Leuven Gent Management School
5	Brazil (BRA)	Prof. Edmilson Lima	UNINOVE - Universidade Nove de Julho
6	Canada (CAN)	Prof. Alexandra Dawson	Concordia University, Montreal
7	Colombia (COL)	Prof. Claudia Alvarez	Universidad de Medellin
8	Denmark	Prof. Britta Boyd Prof. Kristian Philipsen	University of Southern Denmark
9	England (ENG)	Prof. Robert Blackburn Arif Attar	Kingston University, Kingston
10	Estonia (EST)	Prof. Urve Venesaar	Tallinn University of Technology
11	Finland (FIN)	Prof. Asko Miettinen Sampo Kokkonen	Lappeenranta University of Technology
12	France (FRA)	Prof. Alain Fayolle	EM Lyon Business School
13	Germany (GER)	Dr. Heiko Bergmann	University of St.Gallen
14	Greece (GRE)	Prof. Katerina Sarri	University of Western Macedonia
15	Hungary (HUN)	Dr. Szilveszter Farkas	Budapest Business School
16	Israel (ISR)	Prof. Brian Polin	Jerusalem College of Technology
17	Italy (ITA)	Prof. Tommaso Minola	University of Bergamo
18	Japan (JAP)	Prof. Tomoyo Kazumi	Senshu University
19	Liechtenstein (LIE)	Prof. Dr. Urs Baldegger	Hochschule Liechtenstein
20	Luxembourg (LUX)	Prof. Pol Wagner	Institut Universitaire International Luxembourg
21	Malaysia (MAL)	Prof. Raja Suzana Kasim	Universiti Malaysia Kelantan
22	Mexico (MEX)	Prof. Juan Arriaga	EGADE Business School, Tecnologico de Monterrey
23	Netherlands (NED)	Prof. Roy Thurik Dr. Ingrid Verheul	Erasmus University, Rotterdam
24	Nigeria (NIG)	Prof. Tomola Obamuyi	Adekunle Ajasin University
25	Poland (POL)	Prof. Adrianna Lewandowska	Family Business Institute Poznan
26	Portugal (POR)	Prof. Joao Leitao Prof. Miguel Amaral	Technical University of Lisbon Instituto Superior Tecnico
27	Romania (ROM)	Dr. Lilian Ciachir	University of Bucharest
28	Russia (RUS)	Prof. Galina Shirokova	St.Petersburg State University
29	Scotland (SCO)	Dr. Erik Monsen	University of Strathclyde, Glasgow
30	Singapore (SIN)	Prof. Poh Kam Wong	National University of Singapore
31	Slovenia (SLO)	Prof. Jaka Vadnjal	GEA College of Entrepreneurship
32	Spain (ESP)	Prof. Joan Batista Prof. Ricard Serlavsos Maika Valencia	ESADE
33	Switzerland (SUI)	Prof. Philipp Sieger Prof. Rico Baldegger	University of St.Gallen HEG Fribourg
34	USA	Prof. Torsten Pieper Prof. Pramodita Sharma	Kennesaw State University (KSU) University of Vermont (UVM)



# Publications and Output

## ■ Selected journal articles

- Zellweger, T., Richards, M., Sieger, P. & Patel, P. (2015). How much am I expected to pay for my parents' firm? An institutional logics perspective on family discounts. **Entrepreneurship Theory & Practice**, forthcoming.
- Sieger, P. & Monsen, E. (2015). Founder, Academic, or Employee? A Nuanced Study of Career Choice Intentions. **Journal of Small Business Management**, forthcoming.
- Lima, E., Lopes, R., Nassif, V. & da Silva, D. (2014). Opportunities to improve entrepreneurship education: contributions considering Brazilian challenges. **Journal of Small Business Management**, forthcoming.
- Laspita, S., Breugst, N., Helblich, S. & Patzelt, H. (2012). Intergenerational Transmission of Entrepreneurial Intentions. **Journal of Business Venturing**, 27(4), 414-435.
- Zellweger, T., Sieger, P. & Halter, F. (2011). Should I Stay or Should I Go? Career Choice Intentions of Students with Family Business Background. **Journal of Business Venturing**, 26(5), 521-536.

Several GUESSS-based articles have been published in top entrepreneurship journals by different GUESSS teams, with many more articles in the pipeline.



# Publications and Output

## ■ International reports

- 2013/14, 2011, 2008, 2006
- See [www.guesssurvey.org](http://www.guesssurvey.org)



## ■ National reports

- More than 30 reports from 2013/14, 2011, 2008, 2006
- See [www.guesssurvey.org](http://www.guesssurvey.org)

## ■ Other reports

- [International study on succession intentions](#)
- Zellweger, T., Sieger, P. & Englisch, P. (2012). **Coming Home or Breaking Free? Career Choice Intentions of the Next Generation in Family Businesses.** Ernst & Young.
- Follow-up study “Coming Home or Breaking Free: Reloaded” to be published in Summer 2015







# GUESSS Management

- GUESSS is managed at the University of St.Gallen
  - Swiss Research Institute of Small Business and Entrepreneurship (KMU-HSG)
  - Center for Family Business (CFB-HSG)
- Responsible Project Manager
  - Prof. Dr. [Philipp Sieger](#)
  - Assistant Professor of Family Business
- Supervisory Board
  - Prof. Urs Fueglistaller
  - Prof. Thomas Zellweger
  - Prof. Norris Krueger
  - Dr. Frank Halter
- International Project Partner
  - GUESSS is generously supported by Ernst & Young

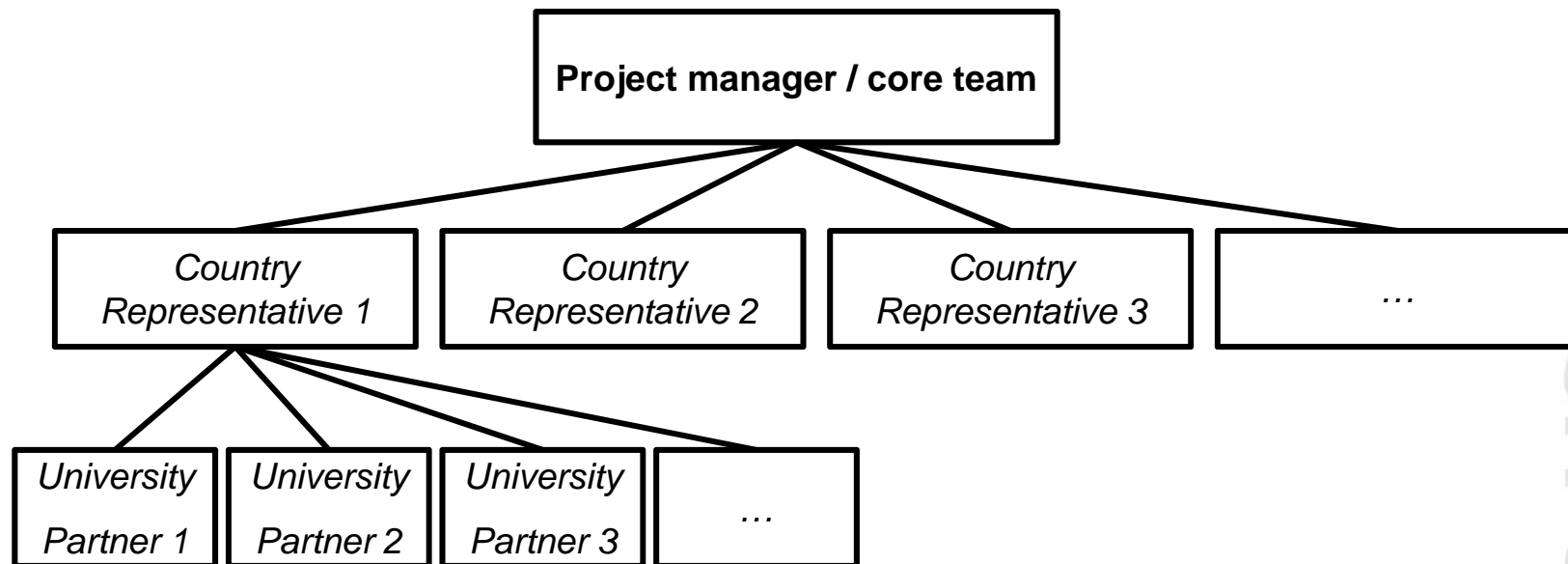


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# GUESSS Management: Organizational Structure

- Level 1: Project manager and core team
- Level 2: One country representative (team) in each country
- Level 3: University partners



Each level has different tasks and responsibilities as well as benefits.

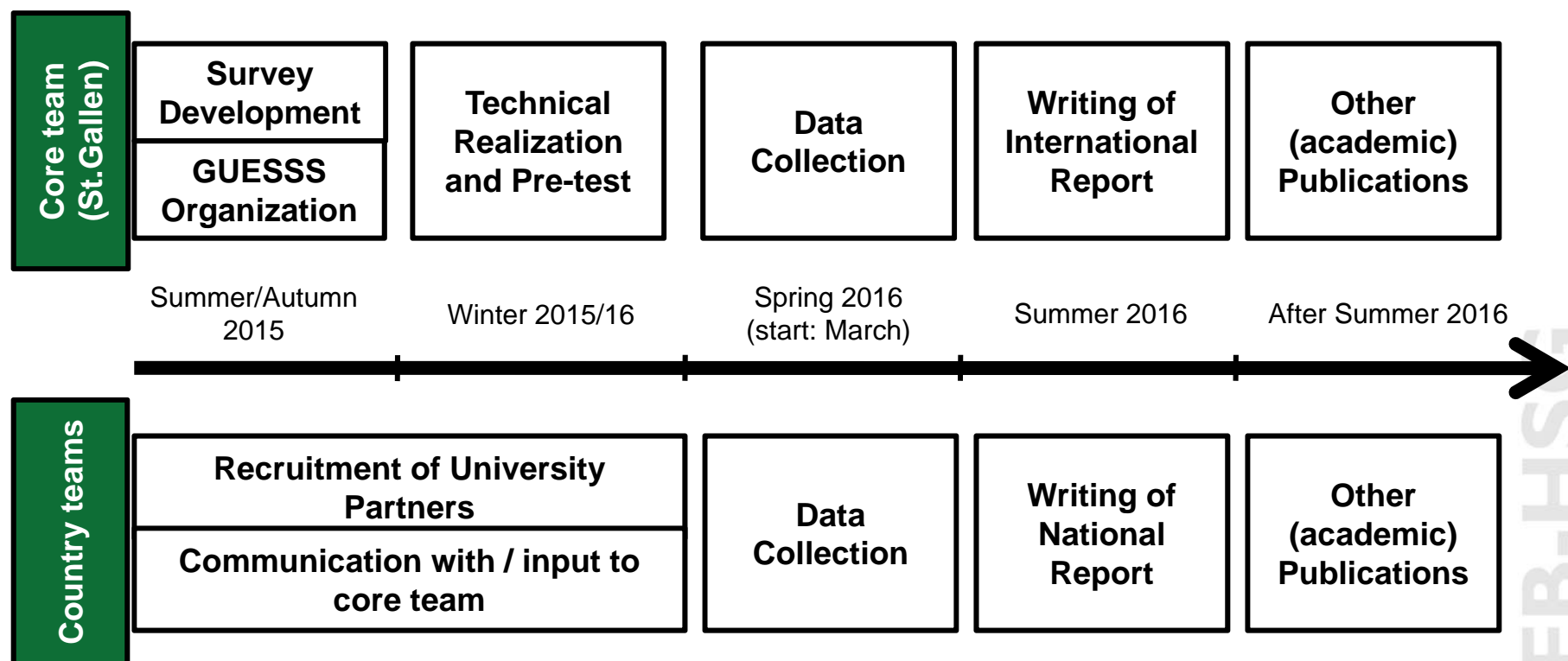


## GUESSS 2016 Edition: Specific Aims

- Content: further refinement of theoretical basis
  - Theory of planned behavior (TPB)
  - Entrepreneurship education
  - And many more...
- Data collection: further development of survey
  - As always: only up-to-date validated scales
  - Panel character
- Global scope
  - More countries to be added
  - Even more diversity
- Impact
  - Even better data for academic papers
  - Further enhanced practitioner-oriented insights



# GUESSS 2016 Edition: Timeline





# GUESSS Participation: The Role of Country Teams

- Main task: data collection
  - Online survey link provided by core team
  - Information materials etc. will be provided as well
  - Send to own students (not only entrepreneurship students)
  - Recruitment of University partners (level 3) in the country
    - Those should send the survey link to their students
    - Organize and monitor data collection (follow-ups)
- Write the national report
  - One report is published for every country
  - Template and guidance will be provided
- General commitment
  - Efficient communication and provision of necessary manpower
  - Payment of participation fee (EUR 1'000)
  - Ideas and input in the survey development phase appreciated

These tasks and roles can be fulfilled with a reasonable amount of manpower.

See the Cooperation Agreement for further details.



# GUESSS Participation: Country Teams' Main Benefits

- Data and data access
  - Immediate full access to the international data set
  - Ready to be used for own publications and reports
  - Country-specific questions can be included in the survey (max. 3)
- Knowledge
  - Unique insights into a wide array of topics and themes
  - Examples are manifold aspects related to entrepreneurship, family business, entrepreneurship education, and many more
  - Comparisons/benchmarking on the national and international level, etc.
- Reputation and visibility
  - Positioning as knowledge leader in the country and globally
  - Monetarization of membership through national sponsors
- Networking
  - Being part of a truly global academic research community
  - Possible research collaborations



## Summary

**GUESSS is THE global entrepreneurship project to be part of.**

The data already collected/to be collected is world-wide unique and enables country teams and all other involved parties to generate significant value in various ways.

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## Your Contact



Prof. Dr. Philipp Sieger

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