

Center for Family Business



Universität St.Gallen



GUESSS 2011

Global University Entrepreneurial Spirit Students' Survey

Philipp Sieger
St.Gallen, April 2010



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Introducing
GUESSS
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What is GUESSS?



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GUESSSS is...

- An international research project that investigates the entrepreneurial spirit/intentions of students worldwide
- A project than investigates the effectiveness of Universities' entrepreneurship programs with national/international benchmarking
- A joint research effort that has been able to generate four survey waves with up to 65'000 respondents from 19 countries (2008)
- Running the next survey in Spring 2011

GUESSSS history

- Initiated in 2003 by the KMU-HSG at the University of St.Gallen, Switzerland
- Second survey 2004 in Germany and Switzerland, with > 5'000 respondents; labeled ISCE (International Survey on Collegiate Entrepreneurship)
- Third survey 2006 in 14 countries, with > 37'000 respondents in total
- Fourth survey 2008 in 19 countries, N > 65'000; rebranded to GUESSSS
- Run in cooperation with the European Business School (EBS) in Germany from 2004-2009, represented by Prof. Klandt

GUESSSS output

- International reports (see www.guesssurvey.org)
 - 2008 survey
 - 2006 survey
- National reports
 - 2008: Switzerland, South Africa, Liechtenstein, Austria, Singapore
 - more than 10 to come...
 - 2006: 9 different countries
- Scientific publications
 - A paper of the Swiss team based on 2006 data forthcoming in Journal of Business Venturing (JBV) in 2010
 - Numerous conference articles

GUESSSS project partner

- For the 2011 survey, Ernst & Young has joined GUESSSS as the international project partner
- We are very grateful for their support!

Main goals of GUESSS (I/II)

- Systematically record and track the entrepreneurial spirit, intentions and activities of students worldwide (panel study)
- Enable participating countries to reflect on their students' entrepreneurial spirit
- Assess the effectiveness and of Universities' entrepreneurship programs, with national and international comparisons/benchmarking

Main goals of GUESSS (II/II)

- Identify hurdles and pitfalls when pursuing an entrepreneurial career
- Derive recommendations for practice and politics
 - Addressed to national economic policies
 - Evaluation of the success of different actions
 - Sensitize the public about entrepreneurship
- Make significant contributions to the scientific community
 - Provide a unique dataset ready to use for project participants
 - Basis for conference and high quality journal publications

Goals of GUESSSS 2011

- Bring GUESSSS to the next level
- Increase impact in practice
- More insights for participating Universities/countries
- Gain a more detailed and in-depth understanding of antecedents of career choice intentions
- Provide a unique dataset for scientific publications of all project members
- Become THE project for students' entrepreneurial intentions
- Organize PDWs at international conferences (e.g., EIASM or AOM)

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GUESSSS survey 2011 (I/II)

- Main theme: entrepreneurial intentions of students
- The survey is developed by the project management, with input from renowned US researchers in the field
- Entrepreneurial intentions in a wider sense
 - Found an own company
 - Become a successor
 - Take over an existing company
 - Take over a family firm (MBO/MBI)
 - Take over a non-family firm (MBO/MBI)
 - Industry preferences, etc.

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GUESSSS survey 2011 (II/II)

- Theoretical framework
 - Complete theory of planned behavior (new)
 - Personal background
 - Personal motives (extended)
 - Family background (new)
 - University context (extended)
 - Additional constructs under investigation:
 - Affect/emotion, over-optimism
 - Person-organization fit
 - Country-specific questions possible

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GUESSSS management 2011

- The institutions behind GUESSSS 2011 are the Swiss Institute for Small Business and Entrepreneurship at the University of St.Gallen (KMU-HSG) and the Center for Family Business at the University of St.Gallen (CFB-HSG)
- The project manager is M.A. HSG Philipp Sieger
- The board consists of Prof. Urs Fueglistaller, Prof. Thomas Zellweger, Dr. Frank Halter and Prof. Norris Krueger (USA) (as of 02/2010)

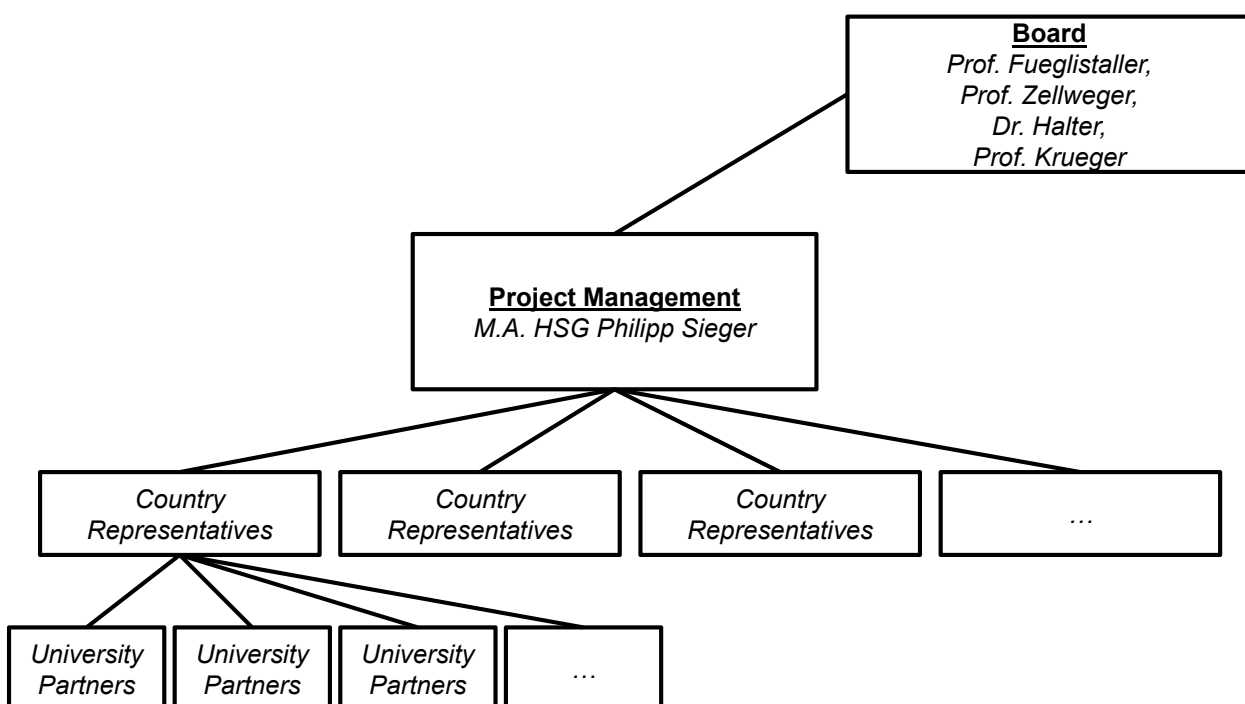
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GUESSSS organization 2011

- The project is managed by Philipp Sieger
- For each country there is a country representative
- The country representative coordinates the distribution of the online survey among different University partners
- See the following illustration

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GUESSSS organigram 2011



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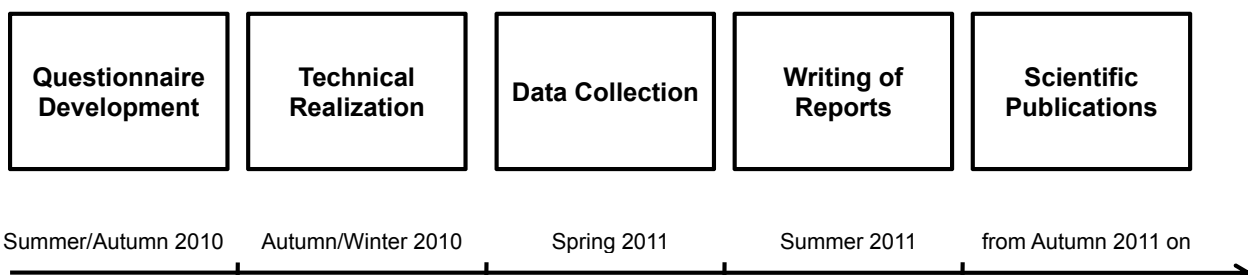
GUESSSS members

- 19 country representatives in 2008

Country	University / Institution	Country representative
Switzerland (SUI)	Swiss Research Institute of Small Business and Entrepreneurship at University of St. Gallen	Prof. Dr. Urs Fueglistaller Prof. Dr. Christoph Müller Dr. Frank Halter
Germany (GER)	Chair for Entrepreneurship at European Business School (ebs)	Prof. Dr. Heinz Klandt
Austria (AUT)	Institut für Unternehmensgründung und Unternehmensentwicklung, Johannes Kepler Universität Linz	Prof. Dr. Norbert Kailer
Liechtenstein (LIE)	Hochschule Liechtenstein	Prof. Dr. Urs Baldegger
France (FRA)	UPR Stratégie et Organisation, EM Lyon	Prof. Dr. Alain Faye!!
Belgium (BEL)	Vlerick Leuven Gent Management School	Prof. Dr. Hans Crijs
Luxembourg (LUX)	Institut Universitaire International Luxembourg	Poï Wagner, Professeur-attaché MESR, Directeur IUUL
Ireland (IRL)	University of Limerick / Department f. Management & Marketing	Dr. Naomi Birdthistle
Norway (NOR)	Department of Strategy and Management, Norwegian School of Economics and Business Administration	Prof. Dr. Johannessen Tor Aase
Finland (FIN)	Lappeenranta University of Technology	Prof. Dr. Asko Miettinen
Hungary (HUN)	University of Pecs, Faculty of Business & Economics	Prof. Dr. Laszlo Szerb
Estonia (EST)	Tallinn University of Technology School of Economics and Business Administration	Prof. Dr. Urve Venesaar
Greece (GRE)	University of Western Macedonia Department of Balkan Studies	Katerina Sarri, Associate Professor
Portugal (POR)	Technical University of Lisbon Instituto Superior Tecnico	João Leitão, PhD in Economics Diplomista, Rui; PhD in Business Administration
Australia (AUS)	Murdoch Business School, Murdoch University	Prof. Dr. Brian Gibson
New Zealand (NZL)	University of Otago Department of Marketing and Tourism	Jürgen Gnoth, PhD
South Africa (RSA)	University of Stellenbosch	Dr. Retha Scheepers
Singapore (SIN)	National University of Singapore	Prof. Dr. Wong Poh Kam
Indonesia (IND)	Bakrie School of Management	M. Taufiq Amir
Mexico (MEX)	Tecnologico de Monterrey, Instituto Tecnológico de Estudios Superiores de Monterrey	Elisa Cobas Flores, Ph.D., Bakrie School of Management

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Timeline



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What you get as a country representative (I/II)

- Tools & Materials
 - A link to a ready-to-use questionnaire of high quality
 - A link to track response rates for each country
- Data and data access
 - Fully prepared data for your country in Excel and/or SPSS format right after data collection
 - Main results on the international level in Excel / PPT format
 - 6 months after publication of the international report: full access to the complete international raw data!
 - You can use it for your own analyses and publications (you have to mention GUESSSS)
- For the writing of the report
 - A national report draft outline to facilitate the writing process

What you get as a country representative (II/II)

- Further benefits
 - You can gain in national and international visibility through the international/national reports and media coverage
 - You can acquire a sponsor on the national level
 - You can include country-specific questions in the survey
 - You can have an impact on policy making in your country
 - You get a deep insight into the entrepreneurial spirit of the students of your country
 - You can compare your University to others (national/international level)
 - Excellent networking opportunities

Your tasks and responsibilities

- Acquisition of University Partners in your country
- Organization of the online link distribution
- Commitment to the project and cooperation
- Provision of necessary manpower and resources
- Efficient communication with the project manager
- Writing and publication of the National Report
- The participation fee is EUR 900
- Variable additional costs:
 - Translation of survey in another language than German, English or French: EUR 500
 - Each specific country question: EUR 200

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Benefits of being a university partner

- You assess the entrepreneurial spirit of your students
- You can track changes over time
- You get valuable feedback about the effectiveness of entrepreneurship education programs
- You can benchmark with other Universities from your country
- You get input to reflect on your University's strategy regarding entrepreneurship

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Conclusion

- GUESSSS is an international research project with a successful past
- Together, the future can be even more successful
- There are numerous benefits for country representatives and university partners
- GUESSSS 2011 is a great chance for all of us

We would be happy to welcome you on board!

For further information please contact the GUESSSS project manager, Philipp Sieger (see next slide for contact information).

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