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**research summit**

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Entrepreneurial intention among  
18-26 Year Olds:  
Development and change over time

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# Overview of Study

Development of entrepreneurial intention and achievement in 18-26 year old sample

Developmental Systems Theory framework—How do individual and contextual factors interact to result in entrepreneurial development?

Sample recruited from colleges in Northeast, West coast, and Midwestern regions of U.S.

Survey and interview data collection: ~3,500 recruited for survey, of these 48 were interviewed

Longitudinal: survey completed 3 times in 2 years, interview twice in 2 years

# Current Analysis

## Questions:

What causes some individuals to develop entrepreneurial intention?

What happens to entrepreneurial intention after it emerges?

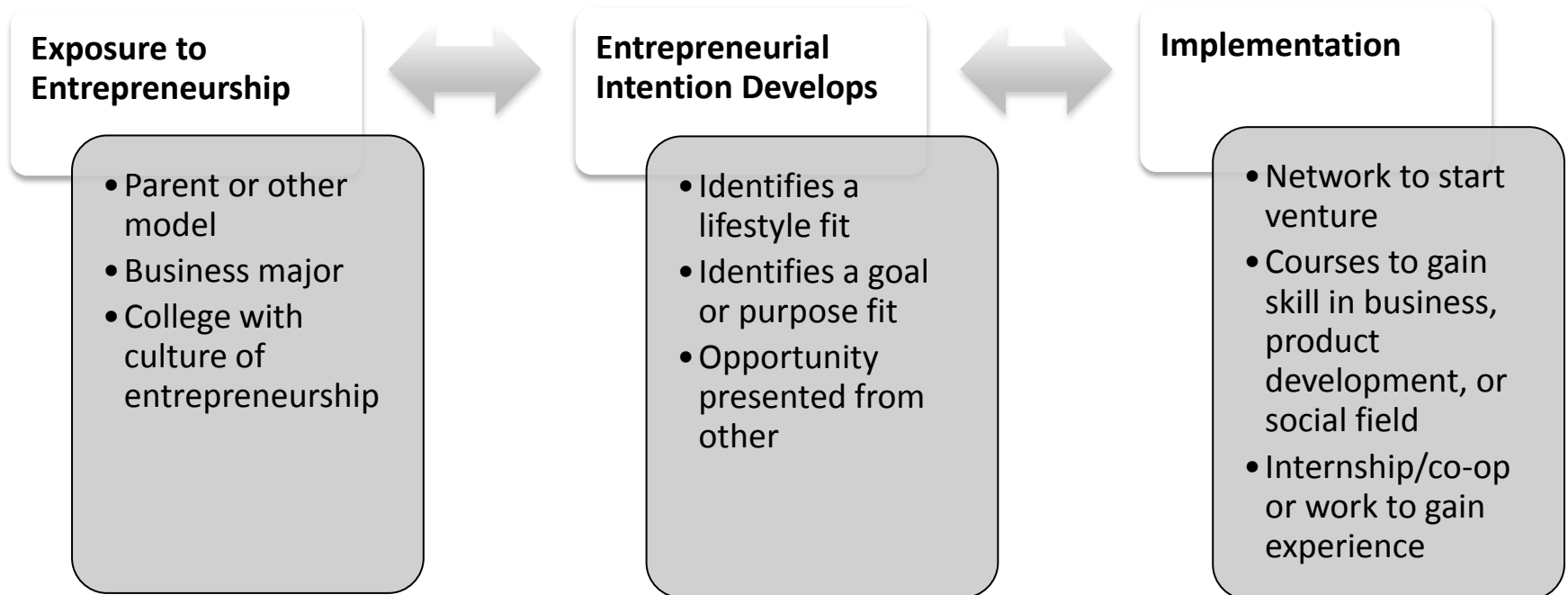
What differs between entrepreneurial intentions that are acted on and those that aren't?

What is the impact of entrepreneurship training (majors, minors, courses, internships/co-ops) on entrepreneurial intention over time?

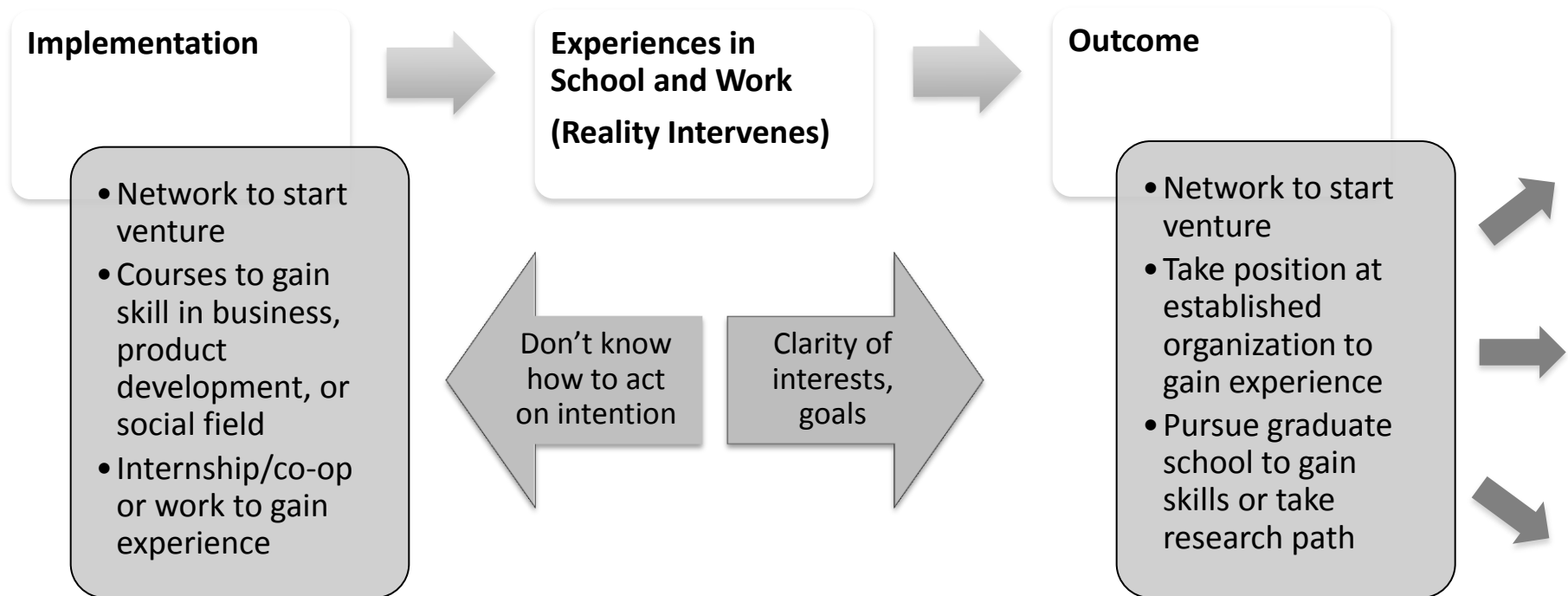
Qualitative analysis of interviews with same individuals at two time points (2011 and 2013)

Focus on interviewees who expressed entrepreneurial intention at one or both time points ( $N = 24$ ).

# Entrepreneurial Intention Path



# Entrepreneurial Intention Path



# Outcome Cases

## Start Venture

### Computer Science Major

Role model exposure (father)

Successful early experience

Attends college in Bay Area

**Time 1:** Confident in goal of starting business right after college but lacks clarity of content.

**Time 2:** Starting online business with a friend. Worked with other start ups. Deeply involved with start up culture. School is a distraction.

## Gain Experience

### Computer Engineering Major

Moderately successful early experience

Exposure through Master's program

**Time 1:** Strong intention to be serial entrepreneur but lacks idea he's passionate about.

**Time 2:** Working for established company to gain management experience. Entrepreneurial intention sustained but a long term plan.

## Graduate School

### Master of Public Health

Role model exposure (friend started biotech company)

**Time 1:** Distant goal to start a social service organization in developing country.

**Time 2:** Wants to start a small public health organization eventually. Declined offer to work for friend's start up, thinks it would be better experience to work for large established organization.

# Educating Entrepreneurs

## School-based Learning

### Active Entrepreneurs:

- Source of network opportunities, culture that supports entrepreneurship.
- Provides ideas and clientele (i.e., product is website for college students).
- Seen as distraction or obstacle; entrepreneurship courses are redundant.

### Intent but not Active:

- Source of culture for seeing entrepreneurship as doable, sparks interest.
- Entrepreneurship classes are electives and often not taken; no time, unnecessary.
- Business majors express entrepreneurial intention then settle into established co.

## Out-of-school Learning

**Active Entrepreneurs:** Say hands-on learning is best, either working with someone else's start up or diving into own start up.

### Intent but not Active:

- Internships, co-ops and entry-level jobs help to clarify interests and goals.
- Many feel these hands-on experiences are best path to entrepreneurship career.
- However, these positions tend to lead to the "gain more experience" path.

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# Thank you!



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