



THE ENTREPRENEURSHIP EDUCATION PROJECT

ENHANCING ENTREPRENEURIAL SELF-EFFICACY AND IDENTITY

Project Directors:

Doan Winkel, Assistant Professor of Entrepreneurship
Illinois State University (*as of 8/2010*)

Dr. Jeff Vanevenhoven, Assistant Professor of Management,
University of Wisconsin - Whitewater

Purpose of the Study

In this study, students will offer entrepreneurship faculty and administrators longitudinal, data-driven insights into the impact of entrepreneurial education on (1) the motivational processes underlying students' road to entrepreneurship, and (2) the process of identity transformation from student to entrepreneur.

Need for the Study

To successfully launch a new venture and see it grow, an entrepreneur must, among other things, be confident in his/her abilities and also identify with their venture and their role as an entrepreneur. Little research to date has longitudinally investigated how an entrepreneurial education influences the development and sustainability of this confidence or identification. With this goal in mind, this study will offer data-driven insights into the relationship between entrepreneurial education and critical forces underlying a students' successful transformation into an entrepreneur. These insights can help educators and administrators understand what educational resources and strategies are most effective for developing and sustaining entrepreneurial self-efficacy and identity in students.

Key Questions Addressed by the Study

What components of an entrepreneurship program are most effective in enhancing students' entrepreneurial self-efficacy?

How does an entrepreneurial identity emerge, and what components of an entrepreneurship program are most effective in strengthening this identity?

How does entrepreneurial education influence entrepreneurial performance?

The survey can also include other questions that will be helpful to you and your program.

Benefits and Deliverables of the Study

The Project Directors will provide a practical report of the study findings to you that you can share with your faculty, administrators, students, executives, and other stakeholders. This report can aid in planning curriculum and guiding students to become successful entrepreneurs.

Cost and Specifics

The Project Directors will cover all costs involved with developing and administering the on-line survey, analyzing the data and writing all reports.

Research Team and Contact Information

The Research Team consists of Doan Winkel, a University of Wisconsin – Milwaukee doctoral candidate who will be joining Illinois State University as an Assistant Professor of Entrepreneurship in Fall 2010, and Dr. Jeff Vanevenhoven, a University of Wisconsin – Whitewater assistant professor of management who specializes in entrepreneurship and strategic management.

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