

# **Corporate Entrepreneurship Education as the forgotten stepchild: Research study into how CE is taught in higher education and its role in business and management programs**

## **Call for participation**

### **Introduction**

Universities across the world are adopting entrepreneurial programs to meet the needs and challenges of the global economy. However, by accident or design, these programs tend to focus almost exclusively on startups. Due to this focus, these entrepreneurial programs do not necessarily encourage or enable corporate entrepreneurship (CE), nor do they meet the needs of incumbent organizations for intrapreneurs. Therefore, much of the content is not applicable in a corporate scenario. With the lack of CE programs, graduates are less well prepared to enter the job market and incumbent organizations (large or small, national or multinational) miss out on recruits with CE knowledge and intrapreneurial skills. Companies are also affected by an absence of next generation leaders oriented to corporate entrepreneurship, which may explain the vulnerability of existing organizations and their competitive advantages to entrepreneurial startups.

### **The Aim of this Research**

We seek insights into how CE and CE programs are currently taught and implemented by various stakeholders in higher education. We aim to conduct in-depth interviews with scholars, educators, and administrators involved in the teaching and delivery of CE in higher education either as programs or as individual courses or modules. The ambition is to conduct the interviews between June and November, 2021. The anticipated length for each interview is 45 minutes to a maximum of one hour, to be held through Zoom, Microsoft Teams, or a mutually-convenient platform. It is intended that interviews will be recorded but only with the consent of interviewees.

### **Outcomes of the Research**

A summary of the research findings will be provided to every interviewee. It is also anticipated that the research will be reported in academic conferences such as Academy of Management and Babson College Entrepreneurial Research conference. In addition the data and input from conference discussions will provide input for the development of a CE Module Handbook and CE Program Structure, which we will be happy to share with participants. Lastly, at their discretion, every interviewee will become a member of the exclusive LinkedIn CE Group where the latest developments in the field and useful resources for teaching CE will be shared. Finally, we aim to disseminate the research results in the form of a chapter in the “Futurology of Education in Learning” book published by World Scientific (2022).

**Informed consent**

The research is conducted with adherence to research ethics. Comments and statements made will not be attributed to any individual interviewee. Any participant may also withdraw their consent from participating in the study at any time and with no penalty whatsoever .

**Research Team**

This research is led by Mariusz Soltanifar, PhD Candidate at Open University Netherlands, in collaboration with Prof. Mathew Hughes (Loughborough University), Prof. Gina O'Connor (Babson College), and Prof. Nadine Roijackers (Open University Netherlands).

**Contact Info**

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