

Enterprise Training and its Effect on Entrepreneurial Attitudes at a Regional Level - Evidence from the United Kingdom

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Introduction

- Whether enterprise training has different impacts on the entrepreneurial attitudes of individuals across three different UK regions
- UK regions: North of England, the South East of England, and Wales

Literature Review

Two main roles of enterprise training:

- Overcome skills barriers
 - Innovation and technology transfer
 - Organisational skills
- Overcome attitude barriers
 - Can be equally as important, but less researched
- Ajzen (1990) and Shapero (1981) models on intention:
 - linkage between perceived feasibility, behaviour intentions, and planned behaviour

Perceived Feasibility

- Perceived feasibility: associated with opportunity recognition, risk taking and nascent start-up
- But what determines perceived feasibility?
Internal vs external?
- Types of perceived feasibility
 - Perceived opportunities
 - Perceived capabilities
 - Entrepreneurial social capital
 - Fear of failure

Enterprise Education in the UK

- School based enterprise education
 - Curriculum and after school activities
 - Aim to increase interest and awareness
- University based enterprise education
 - Entrepreneurship courses, modules, technology transfer
- Government enterprise training
 - SBS/ RDAs
- Formal Work Placement
 - School, university, family business, etc.

Data and Methodology

- GEM 2006 data
- Age 18-45
- Regions: North (N=1,759), Southeast (N=1,055) and Wales (N=1,546)
- Analysis method: Binary Logistic Regression
- Dependent variables: 4 Perceived feasibility
- Independent variables: 4 types of enterprise training (compulsory and voluntary)
- Control variables: gender, age, education, and household income

Regression Analysis

- Demographic and economic characteristics: largely consistent with existing literature
 - Female: -ve
 - Education: +ve
 - Income: +ve in North and Wales

Regression Analysis

- Voluntary training
 - Most significantly correlated with perceived capabilities and entrepreneurial social capital in Wales
 - In the North, also correlated with perceived opportunities
 - In South, only correlated with perceived capabilities
 - But problem with self-selection
- Compulsory training
 - Most significantly correlated with perceived opportunities, perceived capabilities and entrepreneurial social capital in Wales
 - Few significances in Southeast and North

Voluntary Enterprise Training

i) North

	<i>Model 1 KNOWENT</i>		<i>Model 2 OPPORT</i>		<i>Model 3 SUSKILL</i>		<i>Model 4 FEARFAIL</i>	
	B	Sig	B	Sig	B	Sig	B	Sig
<i>EESCH</i>	0.498	(0.004)	-0.018	(0.916)	0.412	(0.026)	0.035	(0.839)
<i>EEUNI</i>	0.604	(0.000)	0.489	(0.001)	0.839	(0.000)	-0.017	(0.911)
<i>EEWE</i>	0.365	(0.008)	0.352	(0.009)	0.487	(0.001)	-0.066	(0.628)
<i>EEGOV</i>	0.629	(0.000)	0.460	(0.006)	0.672	(0.000)	-0.162	(0.338)
Negelkerte R ²		0.137		0.104		0.184		0.036
% Correctly Predict		68.5		64.2		65.1		60.9

ii) Southeast

<i>EESCH</i>	0.636	(0.004)	0.282	(0.186)	0.832	(0.001)	-0.154	(0.491)
<i>EEUNI</i>	0.177	(0.365)	0.075	(0.690)	0.710	(0.001)	-0.332	(0.095)
<i>EEWE</i>	0.220	(0.219)	0.288	(0.087)	0.501	(0.005)	-0.308	(0.078)
<i>EEGOV</i>	0.519	(0.027)	0.486	(0.032)	0.831	(0.002)	-0.179	(0.454)
Negelkerte R ²		0.164		0.099		0.197		0.051
% Correctly Predict		70.3		62.6		65.8		64.9

iii) Wales

<i>EESCH</i>	0.482	(0.008)	0.223	(0.216)	-0.041	(0.827)	0.378	(0.036)
<i>EEUNI</i>	0.326	(0.033)	0.235	(0.121)	0.879	(0.000)	-0.161	(0.306)
<i>EEWE</i>	0.440	(0.003)	0.082	(0.578)	0.423	(0.005)	-0.044	(0.765)
<i>EEGOV</i>	0.236	(0.149)	0.382	(0.018)	0.640	(0.000)	-0.314	(0.067)
Negelkerte R ²		0.119		0.100		0.189		0.032
% Correctly Predict		67.8		66.8		66.5		66.5

Compulsory Enterprise Training

i) North

	<i>Model 1 KNOWENT</i>		<i>Model 2 OPPORT</i>		<i>Model 3 SUSKILL</i>		<i>Model 4 FEARFAIL</i>	
	B	Sig	B	Sig	B	Sig	B	Sig
<i>EESCH</i>	0.469	(0.039)	0.028	(0.901)	0.449	(0.061)	-0.268	(0.247)
<i>EEUNI</i>	0.140	(0.601)	0.044	(0.869)	1.072	(0.000)	-0.071	(0.793)
<i>EEWE</i>	0.137	(0.305)	0.254	(0.045)	-0.021	(0.869)	0.193	(0.122)
<i>EEGOV</i>	-0.128	(0.679)	-0.176	(0.560)	0.173	(0.581)	-0.183	(0.549)
Negelkerte R ²		0.137		0.104		0.184		0.036
% Correctly Predict		68.5		64.2		65.1		60.9

ii) Southeast

<i>EESCH</i>	0.543	(0.081)	-0.368	(0.240)	0.527	(0.114)	-0.078	(0.803)
<i>EEUNI</i>	0.217	(0.477)	-0.098	(0.741)	0.743	(0.026)	-0.067	(0.823)
<i>EEWE</i>	0.183	(0.324)	0.300	(0.084)	0.176	(0.324)	-0.009	(0.960)
<i>EEGOV</i>	0.133	(0.763)	0.380	(0.353)	0.059	(0.890)	0.040	(0.922)
Negelkerte R ²		0.164		0.099		0.197		0.051
% Correctly Predict		70.3		62.6		65.8		64.9

iii) Wales

<i>EESCH</i>	0.212	(0.439)	0.016	(0.953)	0.661	(0.029)	0.158	(0.562)
<i>EEUNI</i>	0.496	(0.043)	0.526	(0.033)	1.070	(0.000)	-0.150	(0.553)
<i>EEWE</i>	0.303	(0.037)	0.428	(0.002)	0.069	(0.631)	0.400	(0.004)
<i>EEGOV</i>	0.519	(0.111)	0.722	(0.026)	1.059	(0.006)	-0.331	(0.338)
Negelkerte R ²		0.119		0.100		0.189		0.032
% Correctly Predict		67.8		66.8		66.5		66.5

Conclusion

- Entrepreneurship Training in Wales: relatively successful in improving perceived feasibility
- Welsh Development Policy: Actively promote entrepreneurship development, to increase awareness, skills, capabilities, but also attitude