

Antecedents and consequences of entrepreneurial universities: an eclectic model for emerging economies.

Gajón Gómez, Eduardo

Abstract

In the new entrepreneurial economy model, the dominant production factor and prime source of competitive advantage is knowledge capital that complemented by entrepreneurship capital represent the capacity to identify opportunities and create value through innovation and entrepreneurship. As knowledge is generated and transferred by universities, both governments and communities are demanding new models where universities contribute to regional development through the generation of entrepreneurial capital and the facilitation of entrepreneurial activities. This research provides a better understanding about the antecedents (internal and environmental factors) and consequences (students' start-ups creation and graduates' career decisions) of entrepreneurial universities' activities in emerging economies. To achieve this aim, based on an extended literature review, an eclectic model was proposed integrating the main fundamentals of Institutional Economics, Resource-Based View, Theory of Planned Behavior, Social Cognitive Theory, Endogenous Growth Theory, and Knowledge Spillover Theory (Chapter 2). Regarding the antecedents, based on the Institutional Economics and Resource-Based View, Chapter 3 and Chapter 4 analyze environmental and internal factors that could condition the development of entrepreneurial universities' activities. Concerning the consequences, Chapter 5 focuses on how those factors influence the entrepreneurial behaviors or actions of their students (outcomes) in light of Theory of Planned Behavior and Social Cognitive Theory. As a result, adopting the Endogenous Growth Theory and Knowledge Spillover Theory, Chapter 6 also considers the socioeconomic impacts of those outcomes on graduates' career decisions. Given the difficulties to obtain relevant data, the eclectic model was tested in three Latin American entrepreneurial universities, and the majority of the analysis was particularly based on information from a multi-campus, entrepreneurial university located in Mexico. Our findings confirm the relevant, direct and indirect, influence of certain internal and environmental factors on students' start-ups and graduates' career decisions. From these results, several implications emerged for university stakeholders (policy makers, university managers, society).