



THE ROLE OF UNIVERSITIES IN FOSTERING MICROENTERPRISE GROWTH

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Abstract

The Entrepreneurship Program at the University plays a central role in shaping students into entrepreneurs who are ready to compete in the competitive world of work. Through an entrepreneurship curriculum, training, and interdisciplinary collaboration with industry, the university aims to provide a comprehensive understanding that integrates the theoretical and practical aspects of entrepreneurship. Collaborations with business, engineering, art, and design faculties, as well as partnerships with research centers, enrich students' experience in developing micro-enterprises. The ultimate goal is to create a generation of young people who are innovative, risk-taking, and contribute to economic growth through micro-enterprises. Long-term evaluation through alumni participation and case studies provide valuable insights to improve the effectiveness of the entrepreneurship program.

Keywords: entrepreneurship programs, universities, interdisciplinary collaboration, students, micro-enterprises, innovation, higher education, industry partnerships, long-term evaluation, generation of entrepreneurs.

Introduction

Currently, the condition of undergraduates who choose to become entrepreneurs shows an increasing trend. This can be seen from the incessant calls for entrepreneurship, especially because of the high level of competition to find work. The government is also paving the way for starting entrepreneurship easily, because entrepreneurship is considered one of the drivers of the country's economy. The definition of an entrepreneur is an actor who carries out entrepreneurial or business activities independently (Mardikaningsih et al., 2022). The government also helps many entrepreneurs to start businesses so that the unemployment rate decreases and the country's economy improves (Halizah et al., 2023).

To become a successful entrepreneur, there are several success factors that must be possessed. These factors include innovation, teamwork, patience, persistence, clear vision and mission, and the ability to control expenses and streamline resources (Mardikaningsih, 2022). The success of an entrepreneur is also influenced by the ability to adapt, creativity, and the willingness to continue learning and developing (Fuady et al., 2022).

In evaluating the success of student micro-enterprises after they graduate, universities can track the development of micro-enterprises founded by alumni. Data regarding business growth, sustainability, innovation, and the economic and social impact of these micro businesses can be indicators of success. In addition, universities can also conduct case studies that show the long-term impact of entrepreneurship programs. Through case studies, universities can identify factors that contribute to the success of student microenterprises.

Thus, the condition of undergraduates who choose to become entrepreneurs currently shows an increasing trend, supported by various success factors that must be possessed as well as the role of alumni and evaluation efforts carried out by universities to support the success of students' micro-enterprises after they graduate.

The opportunities for graduates to successfully run a micro business after graduating from college are greatly influenced by various factors. One of the main factors is their readiness to face the challenges and risks associated with entrepreneurship (Mardikaningsih & Darmawan, 2023). In addition, support from universities, alumni networks, and access to relevant resources and information also play an important role in determining their success.

Colleges can play a significant role in helping undergraduates prepare to become successful entrepreneurs. Through entrepreneurship programs, universities can provide the knowledge, skills, and resources needed to start and manage microenterprises. Apart from that, the involvement of alumni in providing guidance and support can also provide great benefits for graduates who want to start a micro-business.

Special networks or platforms that facilitate alumni involvement in mentoring or supporting students interested in entrepreneurship can also provide opportunities for undergraduates to obtain advice and guidance from those who have been successful in the business world. By having access to the experience and practical knowledge of alumni, graduates can gain valuable insight in developing their micro-enterprises. In addition, evaluating the success of students' microenterprises after they graduate can also provide a clearer view of the factors that contributed to their success. According to Lin et al. (2020), long-term monitoring systems or case studies, universities can obtain useful information to increase the effectiveness of entrepreneurship programs and make a greater contribution to the development of micro-enterprises and entrepreneurship in society.

The chances of success for graduates in running micro businesses after graduating from college are greatly influenced by their readiness to face entrepreneurial challenges. This readiness includes knowledge and skills acquired during education, as well as psychological capital which includes self-confidence, resilience and intrinsic motivation. Support from universities and alumni also plays an important role, whether in the form of mentorship, business incubation programs, or networks that can help them overcome initial obstacles. Access to relevant resources and information, such as entrepreneurship training, financial assistance, and market data, is key to increasing your chances of success. Therefore, the integration of academic preparation, community support, and access to resources is a critical factor in providing a solid foundation for undergraduates to start and sustainably run microenterprises after completing their higher education.

The aim of this research involves the analysis of three main aspects that together form an important basis for the development of entrepreneurship in the university environment. First, the research aims to evaluate the effectiveness of the Entrepreneurship Program at the University by focusing on its ability to equip students with relevant knowledge and

skills in facing the challenges of an increasingly competitive job market. The analysis carried out on the curriculum, training and entrepreneurship mentoring is expected to provide a holistic understanding of the extent to which this program contributes to forming an entrepreneurial spirit among students (Nurmalasari & Mardikaningsih, 2022).

Furthermore, this research aims to investigate the level of collaboration between universities, industry and government regarding entrepreneurship education. This analysis will measure how effective this collaboration is in enriching the student experience, and will identify potential barriers or obstacles that may arise during the implementation process. The aim is to provide clear insight into the extent to which synergy between stakeholders can be improved to achieve optimal results in supporting students to develop their micro businesses.

This research will investigate the impact of financial and research support provided by universities on the development of student microenterprises. By focusing the analysis on sustainability and innovation in micro-businesses, the research aims to identify optimal funding models and provide recommendations for improvements where necessary. Thus, this research is directed at providing views on how financial and research support can make a real contribution in advancing student micro-enterprises, bringing a positive impact to the entrepreneurial ecosystem at universities. With this aim, it is hoped that this research can make a significant contribution to the development of entrepreneurship programs at the tertiary level and support economic growth through the micro business sector.

Method

This study uses a literature study approach in describing the Entrepreneurship Program at the University. This approach provides a solid theoretical foundation, ensuring that the study is conducted with an understanding of the concepts and principles of entrepreneurship. Focusing on the literature review helps identify knowledge gaps and ensures the study is in the right contextual framework. In addition, through this study, the goals to be achieved can be more focused and measurable, leading to a more specific understanding regarding program effectiveness, the impact of interdisciplinary collaboration, as well as the results of financial and research support for students.

The research design taken based on a literature study approach is an effective step in presenting a method that suits the nature of the complexity of this topic. The data analysis process will provide a strong framework for interpretation of the results. It is hoped that the results of this research method will make a significant contribution to our understanding of Entrepreneurship Programs at Universities. This overall approach is designed to produce findings that are relevant, applicable, and able to provide insight into how universities can more effectively support entrepreneurship among their students.

Result and Discussion

Programs Entrepreneurship Program at the University

Higher education has an important role in forming and preparing students to enter the competitive world of work. One area that is receiving increasing attention is entrepreneurship. Universities today have introduced various entrepreneurship programs and initiatives to help students understand and develop entrepreneurial skills.

One aspect discussed is the entrepreneurship curriculum. Universities offer entrepreneurship courses designed to provide awareness of the concepts and principles of entrepreneurship. Students are taught about business planning, marketing strategies, financial management, and more. This curriculum provides a strong foundation for students to start their own businesses in the future (Munir et al., 2022).

Apart from that, the university also provides entrepreneurship training and mentoring. Students are given the opportunity to undertake specialized training that helps them develop practical skills such as presentation, negotiation and leadership. Apart from that, they also get the opportunity to work with experienced entrepreneurs as mentors. This mentoring helps students gain the practical insight and guidance they need in developing micro businesses.

In developing entrepreneurship programs, universities also consider integration between theoretical and practical aspects. Students learn entrepreneurship concepts in class, and are given the opportunity to apply them in real situations. For example, they can take part in an internship program at a start-up company or take part in business competitions at the

national or international level. This allows students to see how the theories they learn can be applied in business practice.

Entrepreneurship programs at universities often involve interdisciplinary collaboration to support aspects of entrepreneurship (Arifin & Kurniawan, 2022). Based on the opinion of Mardikaningsih and Arifin (2021); Djazilan and Darmawan (2022); Halizah et al. (2022), there is significant involvement from other faculties or departments in providing education and support to students interested in entrepreneurship. In addition, entrepreneurship education programs that support the development of psychological capital and stimulate interest in entrepreneurship through practical learning can create a generation of students who are ready and motivated to engage in entrepreneurial activities (Khayru et al., 2022).

One common form of interdisciplinary collaboration is involving business or management faculty in entrepreneurship programs. This faculty provides the knowledge and skills needed to manage a business, such as business planning, financial management, and marketing strategy. Collaboration with business faculty allows students to gain a comprehensive understanding of the important aspects of running a micro-enterprise.

In addition, entrepreneurship programs can also involve engineering or computer science faculties. Collaboration with this faculty allows students to gain knowledge and skills in developing technology-based products or services. For example, students can learn about mobile application development, the use of technology in marketing, or the use of technology in optimizing business operations. This collaboration helps students integrate technological aspects with entrepreneurial concepts.

In addition to business and engineering faculties, entrepreneurship programs can also involve art and design faculties. Collaboration with this faculty allows students to develop creativity and expertise in designing products or services that are innovative and attractive to the market. By taking advantage of this, students can learn about product design, branding, or creative content development (Djaelani & Putra, 2021). This collaboration helps students combine aspects of art and design with entrepreneurial concepts.

Apart from collaboration with these faculties, entrepreneurship programs can also involve research centers or research institutes at universities. This collaboration allows students to access existing knowledge and resources in order to develop their business ideas. For example, students can work with researchers to conduct market research, identify industry trends, or develop sustainable business models. Collaboration with research centers or research institutions allows students to gain insight and support the development of their micro businesses.

Entrepreneurship programs at universities often involve interdisciplinary collaboration to support aspects of entrepreneurship. There is involvement from other faculties or departments, such as faculties of business, engineering, arts and design, as well as research centers or research institutes. This collaboration allows students to gain comprehensive knowledge and skills in developing their micro-enterprises.

Entrepreneurship programs and initiatives introduced by the university aim to provide students with a comprehensive understanding of the world of entrepreneurship. Through curriculum, training and mentoring, students can develop the skills necessary to become successful entrepreneurs. Integration between theoretical and practical aspects also helps students connect the knowledge they gain with real situations in the business world.

With these entrepreneurial programs and initiatives, universities play a role in creating a young generation who is innovative and dares to take risks in the business world. Students can become a driving force in economic growth through establishing their own micro-enterprises. Thus, exploring various entrepreneurial programs and initiatives introduced by universities is important in forming a young generation that is ready for the challenges of the world of entrepreneurship.

Collaboration with Industry and Government

Universities have a crucial role in building partnerships with industry and government to support the growth of micro businesses. Through close collaboration with various parties, universities can make a significant contribution in developing the micro business sector which is vital for the economy.

One important aspect of this partnership is the involvement of universities in research that is relevant to market needs (Prigge, 2005; Perkmann & Walsh, 2007; Lind et al., 2013; Schiuma & Carlucci, 2018). In order to support the growth of micro businesses, universities conduct studies and research that focus on identifying business opportunities, market analysis, and developing products or services that suit consumer needs. By conducting this research, universities can provide insight and understanding of the market to micro-entrepreneurs, so they can make smarter decisions and potentially increase their competitiveness.

Apart from that, the university also provides students with access to internships and collaborative projects with the industrial world. Through internships, students can gain practical experience in managing micro-businesses, learn about business processes, and expand industrial networks. In this way, students can apply the knowledge they gain on campus to real situations in the business world.

The university also supports government initiatives that encourage the development of micro-enterprises. They work together with the government in implementing programs and policies aimed at strengthening the micro business sector. For example, universities can provide entrepreneurship training to microentrepreneurs, helping them understand important aspects of managing their businesses effectively and sustainably. Apart from that, universities can also play an active role in advocacy and promotion of micro-enterprises, thereby encouraging greater attention from the public and supporting the growth of this sector.

In order to build strong partnerships, the university also collaborates with the industrial world and government in the preparation and implementation of micro business development programs. In this collaboration, universities contribute in the form of knowledge and resources, such as laboratory facilities, research centers and competent teaching staff. Through this collaboration, the university can provide comprehensive support to micro-entrepreneurs in various aspects, from product development to marketing strategies.

In supporting entrepreneurship programs, universities often involve alumni in their roles and involvement. Alumni can act as mentors, mentors, or sources of inspiration for students who are interested in entrepreneurship.

There are several special networks or platforms that facilitate alumni involvement in guiding or supporting students who are interested in entrepreneurship. One example is an alumni platform dedicated to entrepreneurship. Through this platform, students can connect with alumni who have been successful in the business world. Alumni can provide advice, share experiences, and provide practical guidance to students who want to start their own microbusiness. This platform can also be a place to share business opportunities, hold discussions, or organize events relevant to entrepreneurship. Apart from that, universities can also hold special events or activities involving alumni who have been successful in the field of entrepreneurship. For example, seminars or workshops held by universities can invite alumni as speakers or panelists. This provides an opportunity for students to hear direct experiences from alumni who have been successful in the business world. Apart from that, this event can also be an opportunity to build networks with alumni and expand opportunities for future collaboration.

Apart from special platforms and events, universities can also form partnerships with alumni who have micro businesses or startups. Through this partnership, the university can provide support and facilities for alumni who want to develop their businesses. For example, universities can provide co-working spaces or laboratory facilities for alumni who need a place to develop their products or services. These partnerships may also include access to university resources, such as research centers or research institutes, that can assist alumni in developing their businesses.

The university sought to explore the extent to which entrepreneurship programs involve interdisciplinary collaboration within the university. There is involvement from other faculties or departments in supporting entrepreneurial aspects. Apart from that, the university also tries to involve alumni in supporting entrepreneurship programs. Through special networks or platforms, special events, and partnerships with alumni who have been successful in the field of entrepreneurship, universities provide opportunities for students to get guidance, inspiration, and support from alumni who have succeeded in the world.

Thus, the role of universities in building partnerships with industry and government is very important in supporting the growth of micro businesses. Through relevant research, access to internships and

collaborative projects, and support for government initiatives, universities can make a significant contribution to developing the microenterprise sector. Close collaboration between universities, the industrial world and the government will create an ecosystem that is conducive to the growth of micro-enterprises, thereby encouraging a more inclusive and sustainable economy.

Financial and Research Support for Micro Enterprises

Universities have an important role in providing financial support to students who want to start micro-enterprises. Through various programs and initiatives, the university seeks to provide access to entrepreneurship scholarships and research funding to encourage students to develop their business ideas.

One form of financial support provided by universities is entrepreneurship scholarships (Reitan, 1997). This scholarship is given to students who have interest and potential in the field of entrepreneurship. With this scholarship, students not only get financial assistance to start their micro-business, but also get access to training, mentorship and a wide network. This helps students develop entrepreneurial skills and increases the chances of success of their microenterprises.

Apart from entrepreneurship scholarships, the university also provides research funds for students who want to start micro-enterprises. These research funds can be used to conduct market research and identify potential micro business opportunities. The university is actively involved in market research to provide useful information to students who are planning to start a micro-enterprise. With this research funding, students can gain an understanding of the market, consumer needs, and competition in the industry they are interested in. This helps students develop appropriate business strategies and increase the success of their micro-enterprises. Research strategies through technology support development and innovation in the world of entrepreneurship (Putra & Darmawan, 2022). Digitalization technology can increase efficiency and reduce operational costs. Digital marketing platforms such as social media, search engines and online advertising provide opportunities to reach a wider audience effectively (Infante & Mardikaningsih, 2022; Kurniawan et al., 2022; Masnawati et al., 2022; Hariani & Irfan, 2023).

Apart from financial support, the university also provides assistance and guidance to students who want to start micro-enterprises. Experienced lecturers and mentors in the field of entrepreneurship help students design business plans, develop sustainable business models, and overcome challenges they may face. This mentoring helps students hone their entrepreneurial skills and provides the right direction in managing their micro-enterprises.

Through these efforts, universities play a role in creating a conducive environment for students who want to start micro-enterprises (Khayru et al., 2021). Financial support, entrepreneurship scholarships, research funds, and mentoring provided by universities provide essential start-up capital for students to develop their micro-enterprises. Financial support can provide students with motivation and confidence to pursue entrepreneurship (Issalillah & Khayru, 2021; Halizah & Mardikaningsih, 2022). Discussions about the role of universities in market research are also relevant because students need accurate and up-to-date information about potential microbusiness opportunities. That way, students have strong provisions to face challenges and achieve success in their micro businesses.

The university's efforts to provide financial support, entrepreneurship scholarships, research funds, and mentoring to students who want to start micro-enterprises are important steps to encourage entrepreneurship among students. Through this support, universities can become a driver for the growth of micro-enterprises and provide opportunities for students to develop their entrepreneurial potential.

Universities can make efforts to evaluate the success of students' micro-enterprises after they graduate. This evaluation can be carried out through long-term monitoring systems or case studies that show the long-term impact of entrepreneurship programs.

One way to evaluate the success of student micro-enterprises is through a long-term monitoring system that involves alumni participation. Universities can track the development of micro businesses founded by alumni after graduating. Data regarding business growth, sustainability, innovation, and the economic and social impact of these micro businesses can be indicators of success. By involving alumni, universities can obtain comprehensive information regarding the journey of micro businesses after students graduate.

In addition, universities can also conduct case studies that show the long-term impact of entrepreneurship programs. Through case studies, universities can identify factors that contribute to the success of student microenterprises. Data on business strategy, innovation, market access, and challenges faced can provide valuable insights for universities in improving the effectiveness of entrepreneurship programs.

Alumni involvement can also be an integral part of evaluating the success of student microenterprises. Universities can utilize alumni networks to gather information, experiences and views from alumni who have been successful in the world of entrepreneurship. In this way, universities can gain an understanding of the factors that contribute to the success of student microenterprises.

By conducting comprehensive evaluations, universities can gain valuable insight into the long-term impact of entrepreneurship programs. The data and information obtained from this evaluation can become the basis for improving entrepreneurship programs in the future, as well as making a greater contribution to the development of micro businesses and entrepreneurship in society.

Conclusion

The Entrepreneurship Program at the University has an important role in shaping students into competent entrepreneurs who are ready to face the competitive world of work. The university has implemented various programs and initiatives, ranging from entrepreneurship curriculum, training, to collaboration with industry and government. Integration between theoretical and practical aspects, as well as interdisciplinary collaboration, are key points in providing comprehensive understanding to students. This program also aims to create a young generation who is innovative, dares to take risks, and is ready to contribute to economic growth through micro-enterprises.

In optimizing entrepreneurship programs, universities can continue to strengthen interdisciplinary collaboration, involving more faculties in supporting aspects of entrepreneurship, such as technology and design. In addition, expanding networks and partnerships with alumni who have been successful in the field of entrepreneurship can be a valuable source of inspiration and support for students. Long-term evaluation through

alumni participation and case studies will help universities understand the real impact of entrepreneurship programs and improve their effectiveness in the future. With these steps, universities can continue to act as drivers of the growth of micro-enterprises and entrepreneurship, creating a conducive environment for students to develop their entrepreneurial potential.

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