DOES PROVIDING A REALISTIC JOB PREVIEW OF AN ENTREPRENEURIAL CAREER RESULT IN LOWER ENTREPRENEURIAL INTENTIONS? AN EXPERIMENTAL STUDY (SUMMARY)

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SUMMARY

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Principal Topic

We developed an entrepreneurial experience designed to provide a realistic job preview (RJP) of an entrepreneurial career choice by providing participants with the opportunity to be “entrepreneurs” by founding and running a new venture for one year. The purpose of this study is to examine the impact of the experience on future intentions of the participants to pursue an entrepreneurial career.

Method

Seventy participants in a year-long entrepreneurship capstone experience constituted the study group, while eighty participants in a different capstone experience constituted the control group. We took pre and post measures of entrepreneurial intentions, entrepreneurial self-efficacy, creative self-efficacy and entrepreneurial competencies of opportunity recognition, innovativeness and commitment.

Results and Implications

There were no significant differences in the pretest scores of the study and control groups. We found positive and significant differences in the scores for entrepreneurial self-efficacy, creative self-efficacy, and opportunity recognition in the pre and posttest scores of the study group. Contrary to expectations, we found negative and significant differences in the scores for entrepreneurial intentions and commitment. The differences for innovativeness were positive but not significant.

The results provide additional evidence in support of entrepreneurship education fostering entrepreneurial self-efficacy, creative self-efficacy and entrepreneurial competencies. However, while there is significant support in the entrepreneurship education literature of a positive relationship between entrepreneurship education and entrepreneurial intentions, we found that participants decreased their intentions toward self-employment and commitment to an entrepreneurial venture with significant differences in their pre and posttest scores. While there could be many reasons for this finding, a contribution of this study is to suggest that the real world implementation embedded in the “entrepreneurial experience” provided the participants with a realistic job preview (RJP) of an entrepreneurial career, thus enabling them to better evaluate the choice of an entrepreneurial career for themselves.

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