

Cultivating Entrepreneurial Spirit: Strategic Insights for RUB's Educational Ecosystem

Idea:

Undertake a comprehensive analysis of the entrepreneurship education ecosystem in RUB. Identify best practices and areas for improvement using one Entrepreneurial Framework and develop strategic recommendations to improve entrepreneurship education and innovation. What are the key opportunities, challenges and recommendations to foster an entrepreneurial mindset among students, faculty and staff at RUB? How does an entrepreneurial mindset foster social, cultural, environmental and financial value creation? What are the current strengths and weaknesses of the entrepreneurship education ecosystem at RUB?

Study design:

- Literature review: Review relevant literature on entrepreneurship education and analyse previous studies and reports on entrepreneurship education ecosystems.
- Conduct semi-structured interviews with key stakeholders at RUB, including faculty members, administrators and students.

Literature: Hayter, C. S., Nelson, A. J., Zayed, S., & O'Connor, A. C. (2018). Conceptualizing academic entrepreneurship ecosystems: A review, analysis and extension of the literature. *The Journal of Technology Transfer*, 43, 1039-1082.