



University of St.Gallen

Swiss Institute of Small Business
and Entrepreneurship

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UNIVERSITÄT
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GUESSS 2023

Global University Entrepreneurial Spirit Students' Survey

Information for country delegates

St.Gallen / Bern, September 2022

From insight to impact.

What Are The Key Facts About GUESS?

- A global research project on student entrepreneurship
 - Likely the largest one across the globe
 - Established in 2003
- Global online data collection every 2-3 years
 - 9 data collection waves so far
 - 2021: 58 countries and >267'000 responses
- Significant academic and practitioner-oriented output
 - Constant stream of articles published in academic (top tier) journals
 - Reports, studies, etc.

What Does GUESSS Investigate?

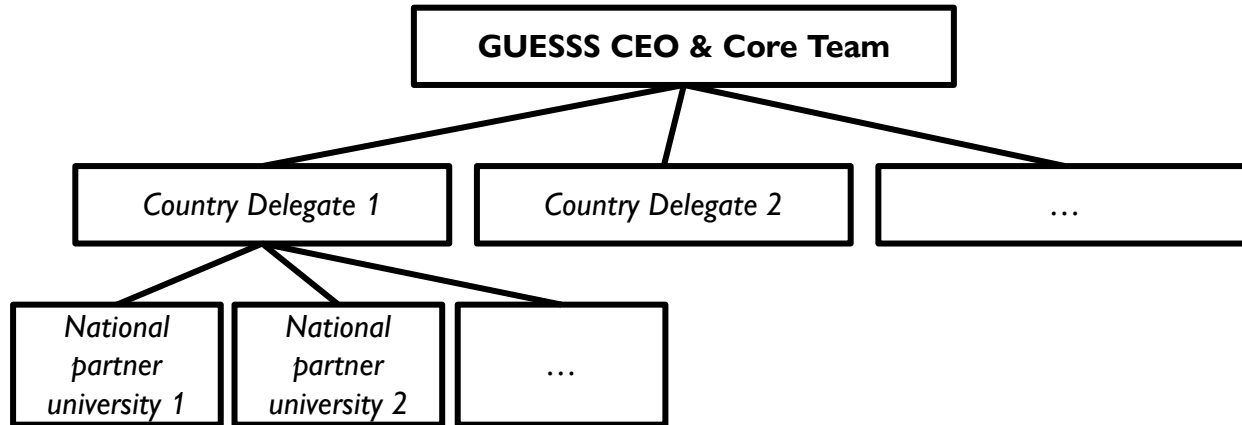
- Students' entrepreneurial intentions and activities
 - Career choice intentions (including entrepreneurial intentions)
 - Nascent entrepreneurship
 - Active entrepreneurship
 - Succession in the parents' business
- Identification of corresponding antecedents, boundary conditions, and outcomes
 - Individual level (e.g., attitudes, motivations)
 - University level (e.g., entrepreneurship education and climate)
 - Family level (e.g., familial entrepreneurship and support)
 - Country level (e.g., culture and institutions)

What Are The Overarching Goals?

- Global systematic investigation of student entrepreneurship
- Pushing the boundaries of corresponding knowledge
- Creating value for various stakeholders
 - Academics
 - Universities
 - Practitioners/public
 - Students
- Collecting a globally unique, high-quality dataset
 - Allowing for top tier academic publications
 - Leading to impactful practitioner-oriented publications
- Connecting scholars across the globe

How Does GUESSSS Collect Data?

- Global online survey developed by the GUESSSS Core Team (GCT)
- Preparation of national versions of the global survey
- URL link sent to country delegates and their national partner universities



How Does The Online Survey Look Like?

– Key facts

- Developed by the GCT with Qualtrics
- National versions for each country
- Ready-to-use link to be sent
- For further information: see “Cooperation Agreement”

– Structure and content

- Section for all students
- Several filter questions and extra question blocks
 - Nascent entrepreneurs
 - Active entrepreneurs
 - Students with entrepreneurial parents
- Some sections remain identical across GUESSS editions
- Several sections vary and change across GUESSS editions

Who Organizes GUESSS?

– Since 2016: co-organization structure

- Swiss Institute of Small Business and Entrepreneurship at the University of St.Gallen (KMU-HSG)
- Department of Management and Entrepreneurship at the University of Bern (IMU-U)
- GUESSS CEO: Prof. Philipp Sieger (University of Bern)
- GUESSS Core Team: members of KMU-HSG and IMU-U

– Supervisory board

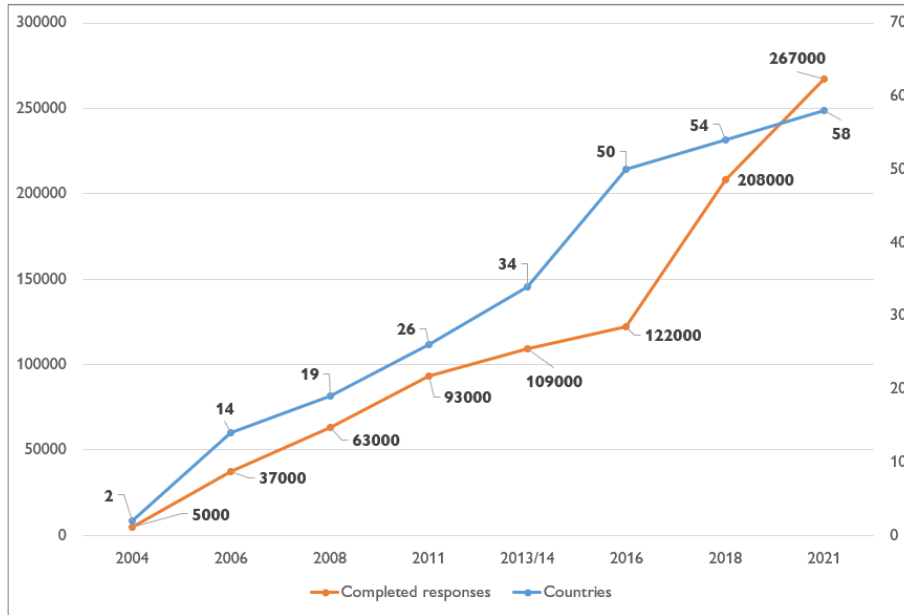
- Prof. Urs Fueglistaller, Prof. Thomas Zellweger, Prof. Isabella Hatak, Prof. Norris Krueger

– Global project partner: EY



How Has GUESSS Developed Over Time?

– Continuous growth in terms of countries and responses

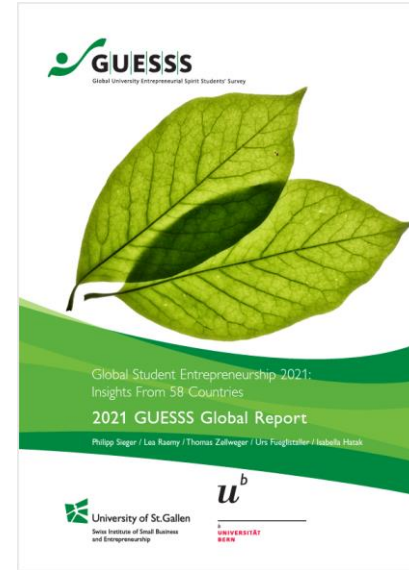


What Has Been Published In Top Tier Journals With GUESSS?

- A constant flow of papers from different GUESSS country delegates/teams
- Selected articles (see also <https://www.guesssurvey.org/publications/publications/academic-journals.html>)
 - Braun, I. & Sieger, P. (2021). Under Pressure: Family Financial Support and the Ambidextrous Use of Causation and Effectuation. ***Strategic Entrepreneurship Journal***, 15(4), 716-749.
 - Gimenez-Jimenez, D., Edelman, L., Minola, T., Calabrò, A. & Cassia, L. (2021). An intergeneration solidarity perspective on succession intentions in family firms. ***Entrepreneurship Theory and Practice***, 45(4), 740-766.
 - Bergmann, H., Geissler, M., Hundt, C. & Grave, B. (2018). The Climate for Entrepreneurship at Higher Education Institutions. ***Research Policy***, 47(4), 700-716.
 - Smolka, K., Verheul, I., Burmeister-Lamp, K. & Heugens, P. (2018). Get It Together! Synergistic Effects of Causal and Effectual Decision-Making Logics on Venture Performance. ***Entrepreneurship Theory and Practice***, 42(4), 571-604.
 - Sieger, P., Gruber, M., Fauchart, E. & Zellweger T. (2016). Measuring the Social Identity of Entrepreneurs: Scale Development and International Validation. ***Journal of Business Venturing***, 31(5), 542-572.

What Are Other Relevant Publications?

- Global GUESSS Reports from every edition
- National reports from participating countries
- Other practitioner-oriented studies
- See <https://www.guesssurvey.org/publications/>



What Are The Specific Aims Of The 2023 Edition?

– Topics and content

- Continue research on „classic“ topics (e.g., entrepreneurial intentions, nascent entrepreneurship, university context, etc.)
- Include particularly timely and novel topics (e.g., entrepreneurial well-being, entrepreneurial ownership and strategy)

– Global reach

- Include additional countries
- Enhance general survey distribution and coverage

– Survey and data

- Further refine logic and flow
- Mobile-friendly design
- Collect high-quality data including a two-wave dataset

– Impact

- Enable further journal publications, also in top tier journals
- Further strengthened practitioner-oriented output

Why Should One Become A Country Delegate?

– Various benefits and opportunities!

– Data access

- Immediate access to the global dataset
- Can be used for own research purposes (journal articles, conference papers, reports, etc.)
- A few country-specific items can be included in the national version of the global survey (fees apply)

– Knowledge generation

- Novel insights into various topics
 - Entrepreneurial intentions, nascent and active entrepreneurship, etc.
 - Assessment and evaluation of the university's entrepreneurship education offerings
- Comparisons / benchmarking on national and global level

– Reputation and community

- Position yourself as knowledge leader
- Be part of a global academic community
- Research collaborations

What Does A Country Delegate Have To Do?

- Main task: organize data collection in the country
 - Ready-to-use online link provided by the GCT
 - Distribute it to own students (e-mail / facebook / instagram / etc.)
 - Recruit national university partners (other universities in the country)
 - Marketing material will be provided
 - National university partners will send the link to their own students
 - Push data collection
- Additional task: write national report
 - One report from each country
 - Template will be provided
- For details: see Cooperation Agreement!

What Is Required?

- Provision of necessary staff
- Commitment and dedication to data collection
- Efficient communication with the GUESSS CEO / GCT
- Proficient usage of Dropbox
- Meeting GUESSS 2023 milestones and deadlines
- Payment of GUESSS 2023 participation fee (EUR 1'000)
- See also the Cooperation Agreement!

What Is The Timeline for GUESSSS 2023?

– See also the „GUESSSS 2023 Timeline“ one-pager for further details!

DEADLINE	GUESSSS CORE TEAM (GCT)	COUNTRY DELEGATES
January 9, 2023	2023 “Survey Suggestion File” uploaded to Dropbox	
February 1, 2023		Upload: completed “2023 Survey Suggestion File”
April 3, 2023	Uploads: final 2023 survey instrument, “Translation File”, “National Survey File”	
June 1, 2023		Upload: completed “Translation File” (if needed) and “National Survey File”
August 7, 2023		Upload updated “National Survey File” (if needed)
August 21, 2023	Upload: link to the national version of the global survey	
August 28, 2023		Feedback/approval of national version of the global survey
September 4, 2023	Release of the national survey	Start data collection
December 22, 2023	All surveys will be closed!	

What Are The FAQs Related To GUESSSS 2023?

QUESTION	ANSWER
Until when do I have to apply as a country delegate?	Please send a scan of the last page of the Cooperation Agreement before Dec 23, 2022.
So I collect data in my own country and will then get access to a dataset that includes the responses from all countries?	Yes.
How much effort is it?	Providing information, recruiting national university partners, and writing the report can be organized very efficiently.
If I join, can I also get access to datasets from previous editions?	No, except you form a co-author team with someone who has access.
Can I get data access without becoming a country delegate?	No, except you form a co-author team with someone who has access.
Can I get a copy of the GUESSSS survey to build my own survey?	No, the GUESSSS survey can only be used within GUESSSS.
In my country there was already a country delegate in the 2021 GUESSSS edition. So I cannot become country delegate?	Please check with the GUESSSS CEO whether the 2021 country delegate will also join for the 2023 edition.
Why is there a fee of EUR 1'000?	Organizing GUESSSS leads to very significant costs. Compared to other research projects, the fee is quite low. Value for money is high.
When can I collect data exactly?	You are flexible in the time window between Sept 4 and Dec 22, 2023. You can start later than Sept 4, but surveys are closed on Dec 22.
Where do I get additional information?	See www.guesssurvey.org or contact Philipp Sieger (GUESSSS CEO) directly (philipp.sieger@unibe.ch).