



APInno

Action Project for Innovation

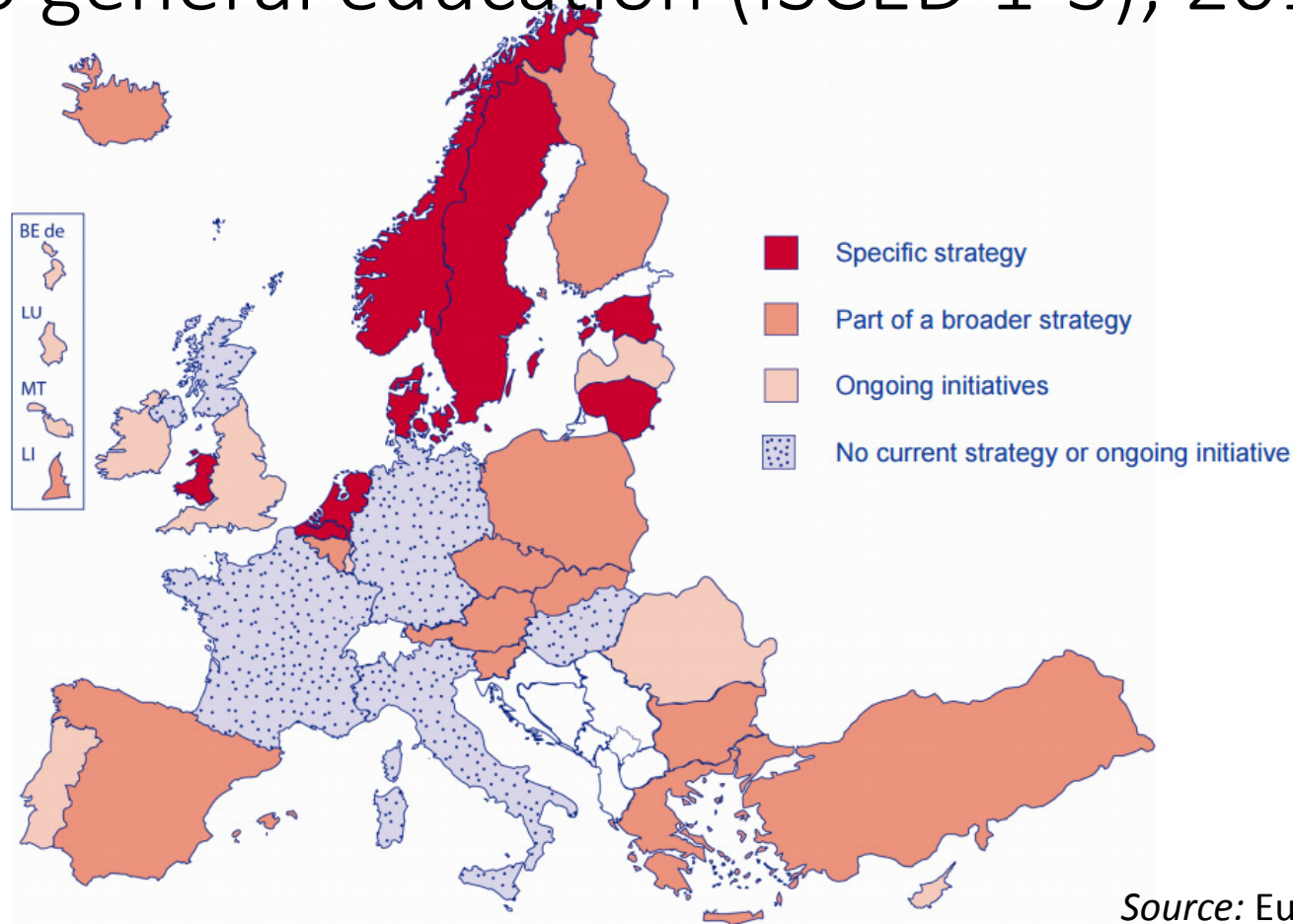
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APInno survey analysis

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MIDDLESEX UNIVERSITY; 7 MAY 2015

National/regional strategies and initiatives to the implementation of entrepreneurship education into general education (ISCED 1-3); 2011/12



Source: Eurydice

Sources of information about Entrepreneurship in HEI


European Commission:

1. Entrepreneurship in higher education; especially within non-business studies (2008)
2. Entrepreneurship in higher education; especially in non-business studies (2008)
3. Effects and impact of entrepreneurship programmes in higher education (2012)

Goal of the Survey

Feedback from the students

Feedback from the companies' representatives



Questionnaire for students

Please, take 5 minutes to fill-in our questionnaire to support our ERASMUS+ funded project "Action Project for Innovation - APIInno". In return, we will provide you with key outcomes and special training sessions.

* Required

Your name (optional):
If you wish to participate in the testing phase, please write down your name, and your e-mail at the end of the questionnaire. Otherwise left them empty.

Your age (optional):

Your gender (optional):

What is your country of origin? *

In which country are you studying at the moment? *



Questionnaire for companies

Please, take 5 minutes to fill-in our questionnaire to support our ERASMUS+ funded project "Action Project for Innovation - APIInno". In return, we will provide you with key outcomes and special training sessions.

* Required

What is your country of origin? *

Position in your company: *

In which country is your company based? *

What is the type of your enterprise? *

The answer is based on the number of employees only. These ceilings apply to the figures for individual firms only. A firm which is part of larger grouping may need to include employees data from that grouping too.

- Nano (1 employee only)
- Micro (<10 employees)
- Small (<50 employees)

Scope of the Survey

7 questions with focus on:

- meaning/importance of Innovation Management
- previous experience and intentions to learn in real working conditions
- role of the collaboration with mentor/business owner in the learning process

Scope of the Survey

223 participants:

- aged between **18 and 41**;
- **90 men / 133 women**;
- **35 countries of origin / 5 continents**:

Africa:

Congo
Ghana
Guinea-Bissau
Ivory coast
Kenya
Nigeria
Sierra Leone
Somalia
Uganda
Zimbabwe

Asia:

Afghanistan
China
India
Nepal
Pakistan
Philippines
Saudi Arabia
Sri Lanka
Vietnam

Europe:

Bulgaria
Cyprus
Hungary
Lithuania
Republic of Macedonia
Moldova
Poland
Portugal
Romania
Spain
Ukraine
United Kingdom

North America:

Cayman Islands
Cuba
Trinidad & Tobago

South America:

Colombia

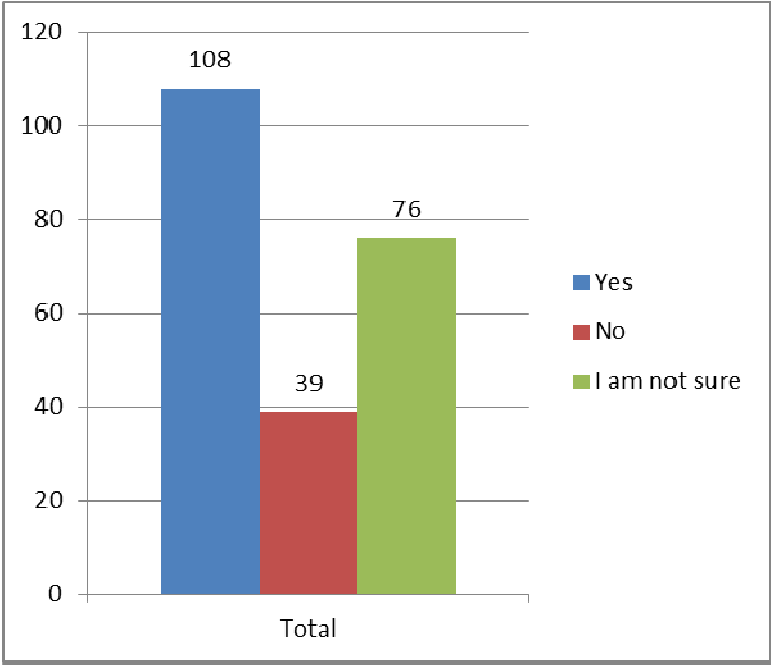
Scope of the Survey

223 participants:

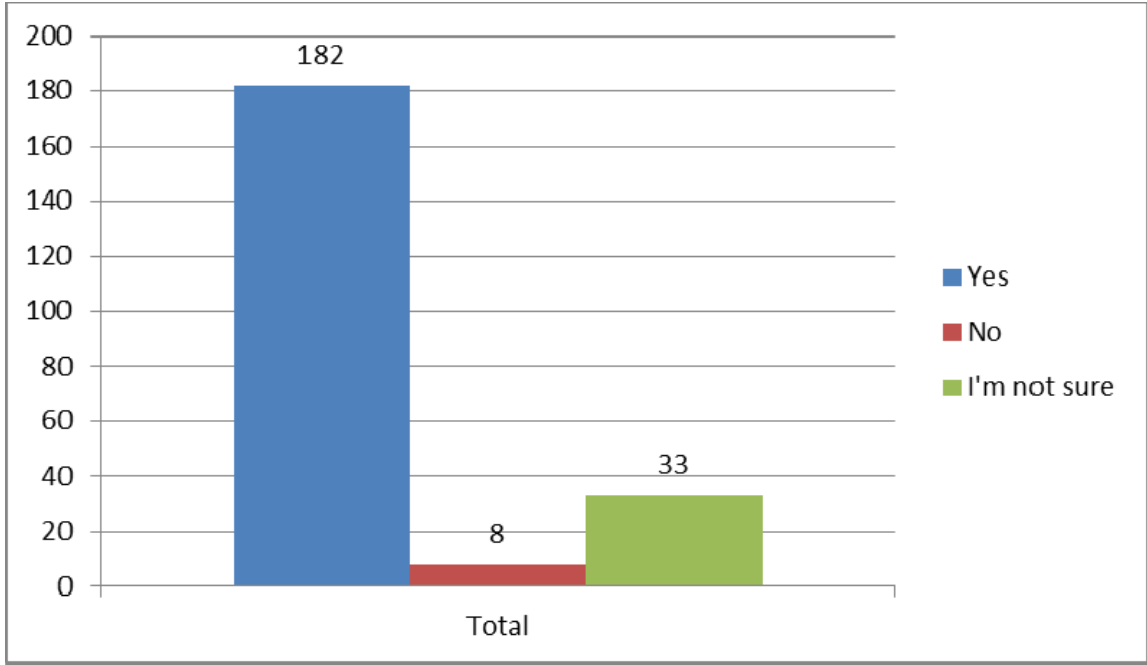
- studying in **23 universities in 8 European countries**: Bulgaria; Cyprus; Finland; Hungary; Republic of Macedonia; Romania; Spain; United Kingdom
- **majoring in 12 fields**: Accounting and Finance; Architecture; Business Management; Computer Science; Engineering; HRM; Languages; Mathematics; Media and cultural studies; Medicine and Healthcare; Regional and Environmental Economics; Social Studies, etc.

Summary of the answers

1. Do you know what Innovation Management is?



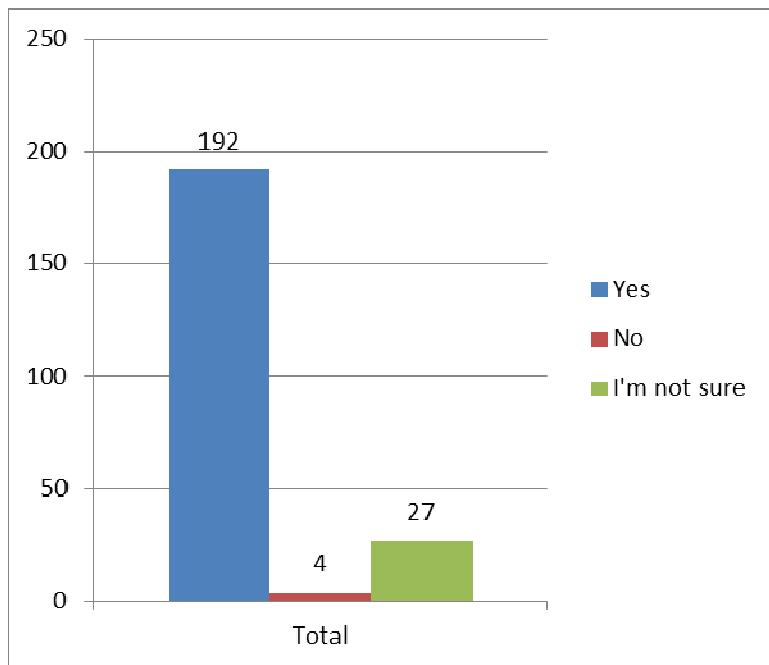
2. Do you think having a course/module on Innovation Management will be useful for your professional development?



Summary of the answers

3. Do you think that Learning by Doing is a better method for learning, compared to the traditional lectures?

Can you provide some examples of Learning by Doing (optional):



By type:

Practice; Practice-oriented training; Dual studies; Placement; Training; Workshops; Work experience; Internship; Laboratory experience; etc.

By field of study:

Accounting; Arts; Computer science; Medicine; Electronics; Business case studies; Project management; Small business management; etc.

General:

Hair dressing; Car driving; Cooking; Gardening; etc.

Summary of the answers

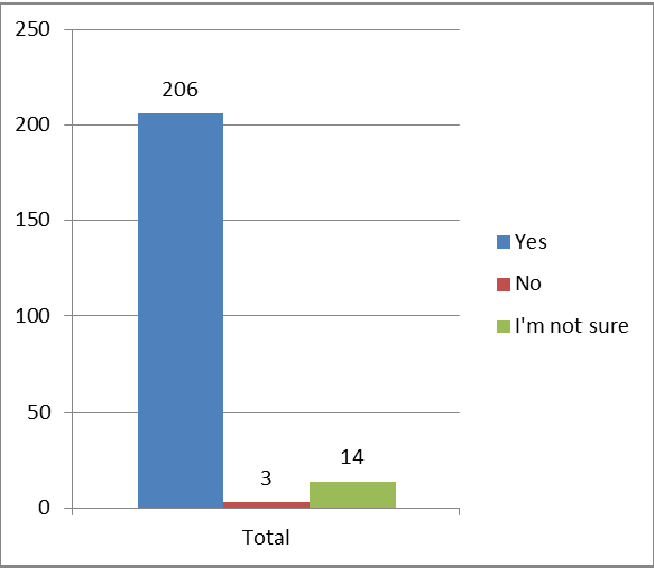
Can you provide some examples of Learning by Doing (optional):

Some quotations:

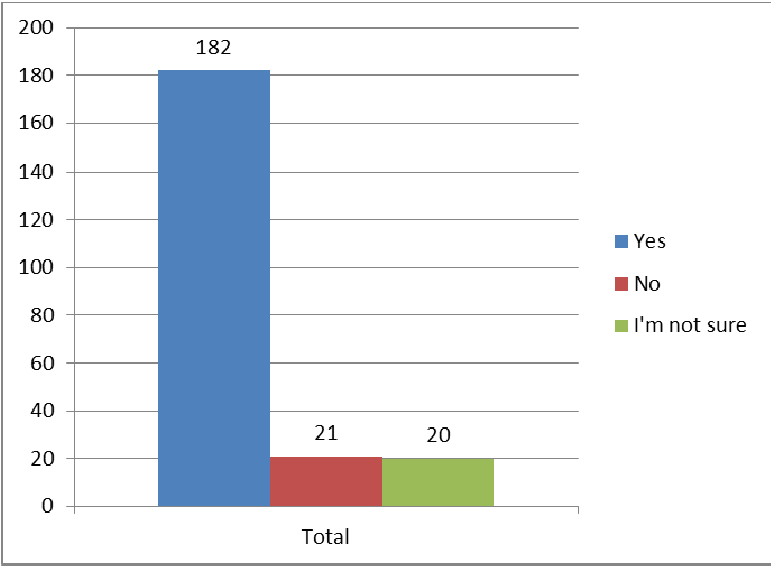
- If you want to learn to drive a bike, you must have a go at doing it.
- Learn how electronic works building a drone
- **By practical doing, you remember long compared to theory**
- Constant interaction with teachers as they are always busy
- For example by new venture creation, if you have enough skills, and good opportunity just do it.
- Instead of teaching what you have to write in the exams to pass they could explain how that subject can help us in our future life (if it could)
- It's easier to understand physic if you can see what happened with an experiment, for example at electromagnetism lessons we can see the effects of an electric field between two charged plates.
- **Our best business plans to be evaluated and directed to business community. Not to end up in professors drawers.**
- Working behind the bar allows you to learn cocktail recipes practically
- **You must be open minded**

Summary of the answers

4. Do you think that it is useful for the students to be trained by representatives from the real business?



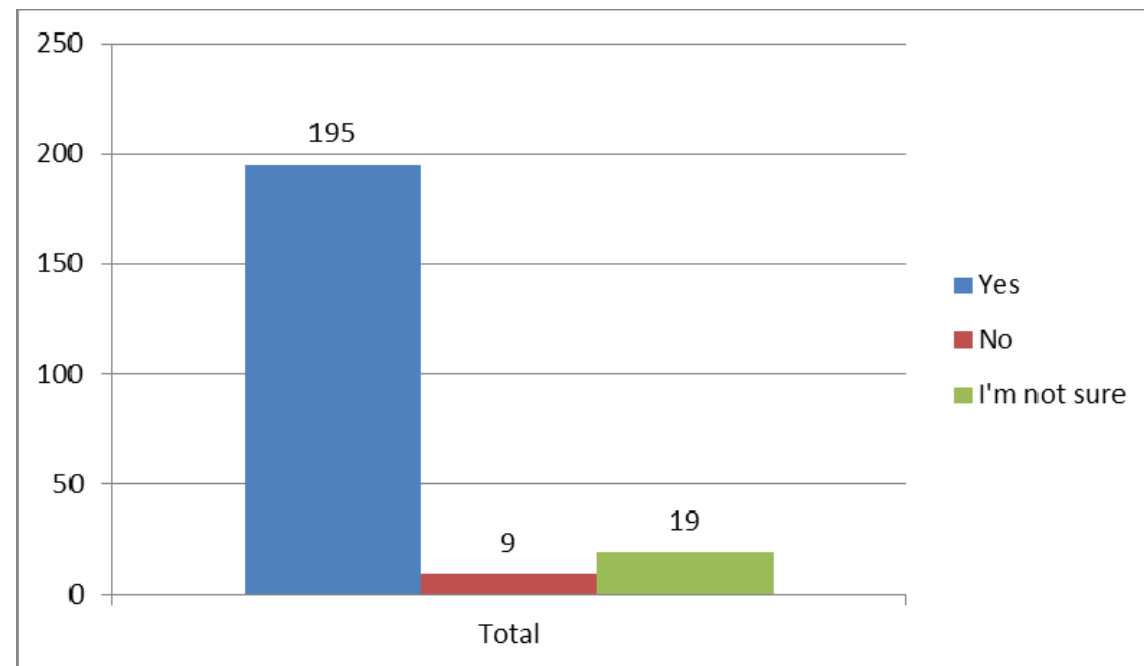
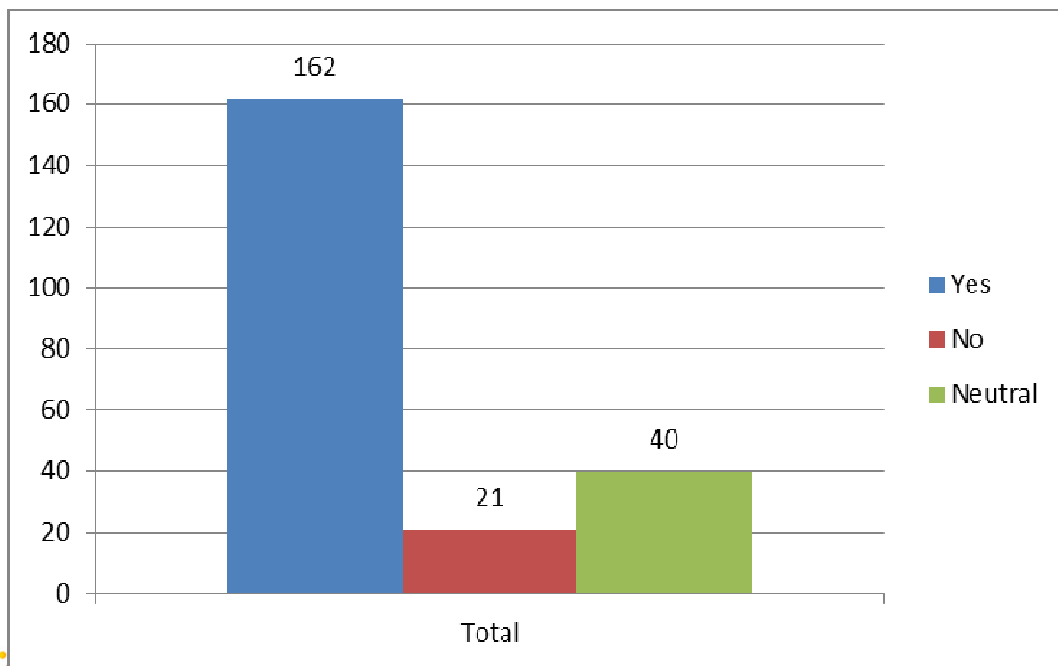
5. Would you like to share experience and knowledge with students from other study fields and degrees?



Summary of the answers

6. Would you like to share experiences and knowledge about innovation management with business owners?

7. Do you think that if teachers / professors take the role of a mentor would be more efficient for the learning process?



Scope of the Survey

13 questions with focus on:

- importance of Innovation Management
- previous experience and intentions to work with HEI students
- role of the collaboration with students in innovations generation and company development

Scope of the Survey

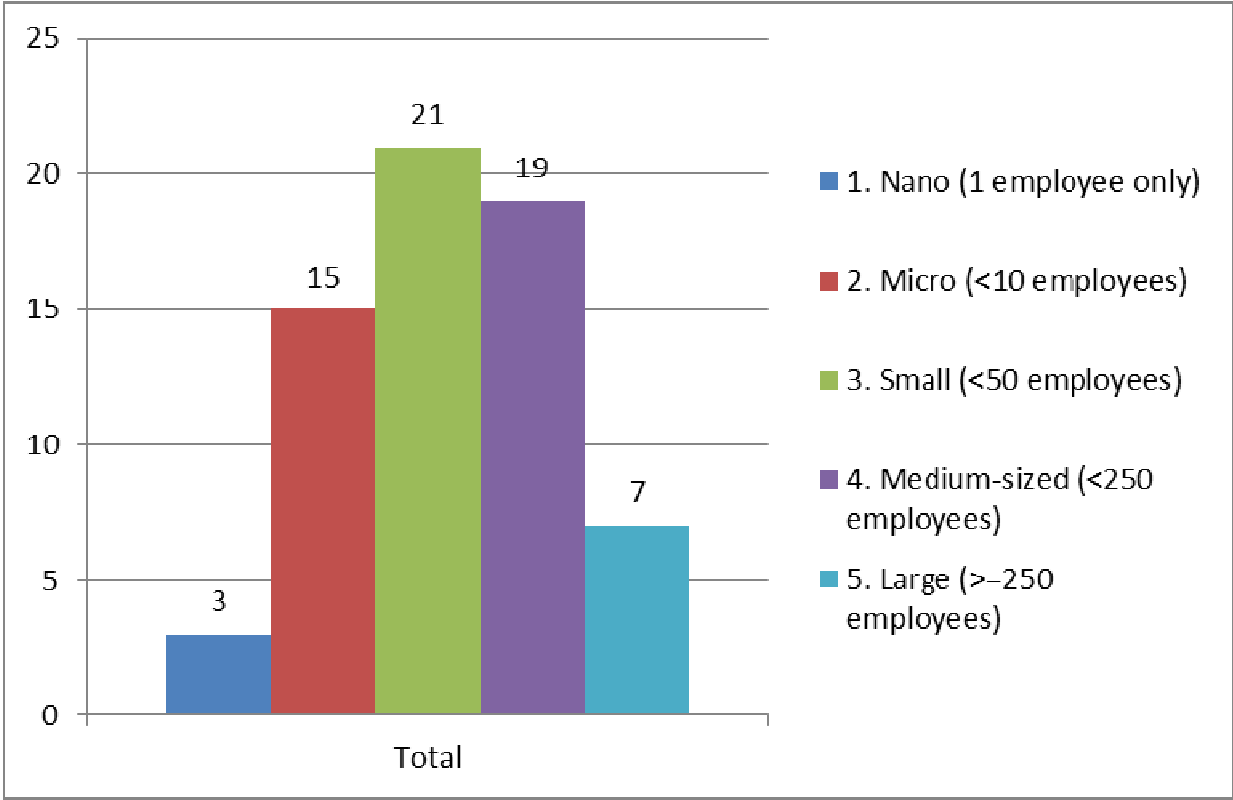
65 participants:

- CEO/CEO/CFO/CMO; Financial Analyst; Business Development Manager; Chief Technologist; Engineer; HR Manager; Manager Production; Marketing Director; Mentor/Trainer; Project manager; R&D Manager; Researcher; Sales & Marketing Manager; Technology Director;
- **17 countries of origin from Europe:** Austria; Belgium; Bulgaria; France; Germany; Greece; Hungary; Italy; Lithuania; Poland; Republic of Macedonia; Romania; Slovenia; Spain; the Netherlands; Turkey; United Kingdom;
- **companies based in 18 countries in Europe:** Austria; Belgium; Bulgaria; France; Germany; Greece; Hungary; Italy; Lithuania; Republic of Macedonia; Poland; Romania; Slovenia; Spain; Switzerland; the Netherlands; Turkey; United Kingdom;

Companies' Profile

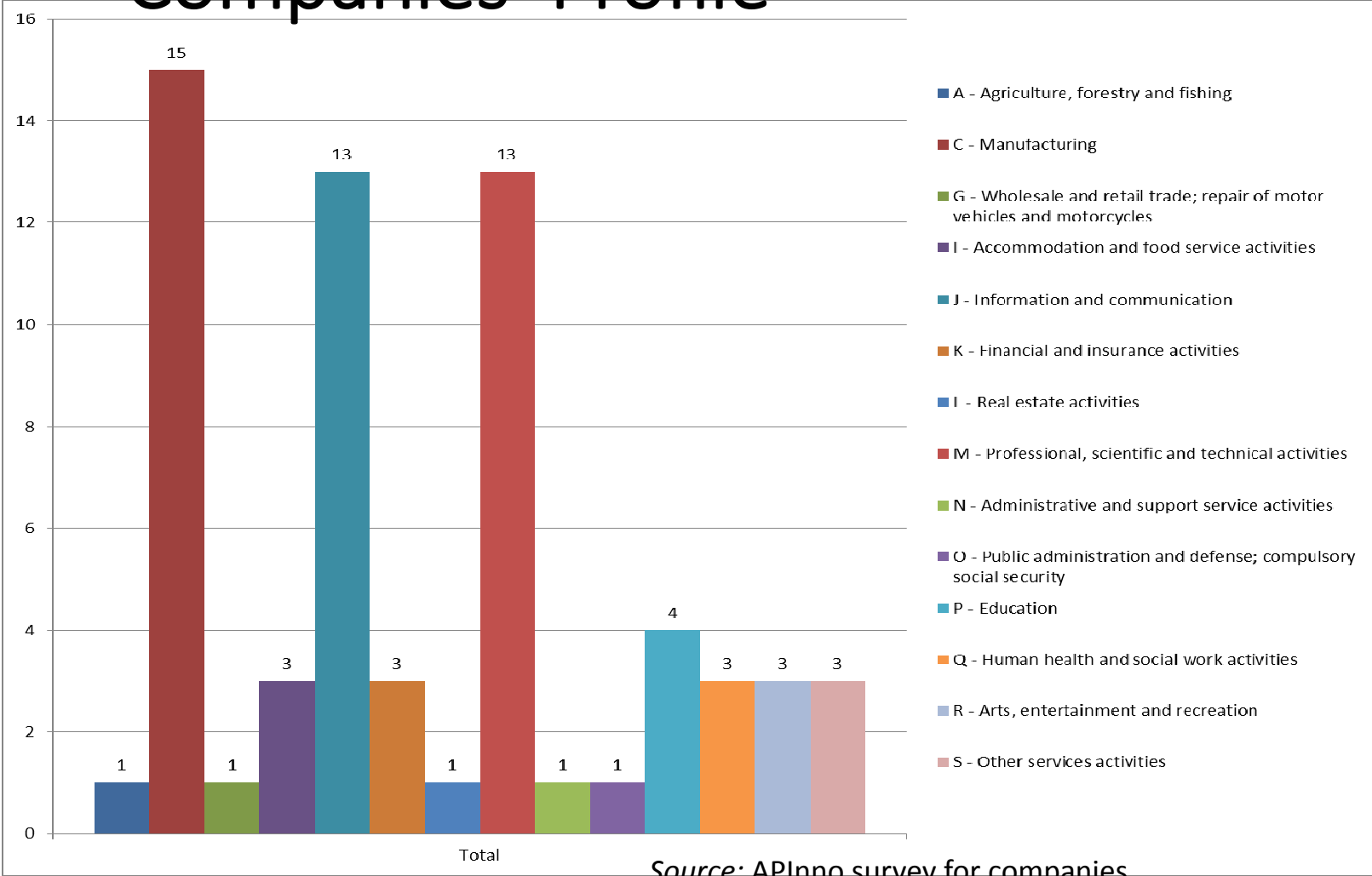
Type of the enterprise

(5 of 5)



Economic sector
(14 of 21)

Companies' Profile



Source: APInno survey for companies

Summary of the answers

Is Innovation Management important for you?

Other, please specify:

Important for retaining my best talent	7
Important to grow (63%)	41
Important to survive (22%)	14
Not important	1
Other (please specify)	2
<i>Grand Total</i>	<i>65</i>

1. We are producing the furniture our clients designed
2. Innovation is part of our DNA



Summary of the answers

1. If you have collaborated with HEI students before, how satisfied were you with these collaborations?

Very satisfied	20%	13
Satisfied	40%	26
Neutral	5%	3
Dissatisfied	0%	0
Very dissatisfied	0%	0
I do not have such experience	35%	23

2. Do you agree that the collaboration with HEI students (i.e. mentor-mentoree relationship) could be beneficial for the innovation performance of your organisation?

Strongly agree	37%	24
Agree	49%	32
Neutral	14%	9
Disagree	0%	0
Strongly disagree	0%	0

Summary of the answers

3. Do you agree that collaboration with HEI students can improve the motivation and commitment of your researchers/your staff?

Strongly agree	42%	27
Agree	49%	32
Neutral	9%	6
Disagree	0%	0
Strongly disagree	0%	0

4. Do you think that collaboration with HEI students would improve the knowledge transfer process?

Strongly agree	38%	25
Agree	49%	32
Neutral	12%	8
Disagree	0%	0
Strongly disagree	0%	0

Summary of the answers

5. Do you think that the collaboration with HEI students can help your company accelerate research (innovation) results to the market place and create also joint spin off opportunities with universities?

Strongly agree	32%	21
Agree	42%	27
Neutral	25%	16
Disagree	2%	1
Strongly disagree	0%	0

6. Do you think that collaboration with HEI students would improve your organisation's reputation, Responsible research and Innovation performance?

Strongly agree	45%	29
Agree	43%	28
Neutral	12%	8
Disagree	0%	0
Strongly disagree	0%	0

Summary of the answers

7. Do you think that establishing relationships with HEI students will help your organisation attract new researchers?

Strongly agree	35%	23
Agree	40%	26
Neutral	23%	15
Disagree	2%	1
Strongly disagree	0%	0

8. Do you agree that developing a mentor-mentoree relationship with HEI students can lead to joint research activities and improved research capacity of your organisation in the future?

Strongly agree	32%	21
Agree	38%	25
Neutral	26%	17
Disagree	3%	2
Strongly disagree	0%	0

Summary of the answers

9. Do you think that HEI Students involvement in research (innovation process) could provide a greater sharing of the risks of innovation?

Strongly agree	23%	15
Agree	31%	20
Neutral	37%	24
Disagree	9%	6
Strongly disagree	0%	0

10. Do you think that the collaboration with HEI students can bring fresh ideas and inspiration for the creation of new products and services in your company?

Strongly agree	63%	41
Agree	35%	23
Neutral	2%	1
Disagree	0%	0
Strongly disagree	0%	0

Summary of the answers

11. Would you be interested in cooperating with an HEI in mentoring their students?

Yes	75%	49
No	5%	3
Under certain conditions	20%	13

12. Are you willing to pay for cooperation with HEIs?

Yes	22%	14
No	26%	17
Under certain conditions	52%	34



For more information:

<http://apinno.unibit.bg/>

<http://apinno.unibit.bg/?page=publications>