WHO AND WHERE ARE ENTREPRENEURSHIP PROFESSORS?
EXPERIENCES IN FINDING, DEVELOPING, AND RETAINING

Paul Dunn, The University of Louisiana at Monroe, 700 University Avenue, Monroe, Louisiana 71209
318-342-1224; dunn@ulm.edu
Chyi-lyi (Kathleen) Liang, The University of Vermont

ACADEMIC ABSTRACT

As entrepreneurship has grown as a field of study, the need for qualified professors has grown. The result is that more and more schools that are developing entrepreneurship programs find it difficult to provide qualified entrepreneurship professors. Many schools have developed faculty from within, others have used adjunct professors, and others have hired and developed entrepreneurship professors from a variety of fields to fill the gap. This workshop is designed to allow participants to examine the trends in hiring, developing and retaining entrepreneurship professors, to exchange ideas in professional/career development, and to expand individual teaching/research/service capacity.

EXECUTIVE SUMMARY

Entrepreneurship is a growing discipline that requires faculty resources for teaching, research and service activities. There are very few graduate and post graduate programs in entrepreneurship education. Where do universities and colleges find qualified entrepreneurship faculty? How do these faculty and their institutions develop them into qualified entrepreneurship professors? What is being done to retain these faculty once they are developed? This workshop will allow participants to share their personal and institutional experiences in developing programs at their schools. The major focus of the workshop is to explore the challenges and opportunities of finding, recruiting, developing, and retaining entrepreneurship professors in different environments and from both the personal and institutional perspectives.
WHO AND WHERE ARE ENTREPRENEURSHIP PROFESSORS?
EXPERIENCES IN FINDING, DEVELOPING, AND RETAINING

The field of entrepreneurship has grown a great deal over the last decade or two. During that time, the number of universities, colleges in universities and community colleges offering programs has increased substantially. This trend is continuing and entrepreneurship is being offered in a larger and larger variety of academies in universities all over the world. Unfortunately finding, developing, and retaining professors has been, is and is likely to continue to be a problem to many institutions. A database maintained by the George Washington University has provided valuable information for entrepreneurship educators to examine the past and present situations. Although most of the entrepreneurship curriculum relates to business schools, many entrepreneurship programs have been and are being established outside the traditional business school. This workshop is designed to help participants begin to develop an understanding of where entrepreneurship professors are coming from, how they are preparing themselves for teaching, research and service in this growing discipline.

FINDING, DEVELOPING, AND RETAINING QUALIFIED ENTREPRENEURSHIP PROFESSORS

Historically, professors of entrepreneurship and small business have come from diverse disciplines usually from business school disciplines with little or no preparation in entrepreneurship and small business. More recently, other disciplines have begun developing entrepreneurship programs. For example, Colleges of Agriculture have begun developing programs for their students in community development. Colleges of Engineering and Pharmacy have also begun offering programs designed to allow their students with unique ideas to develop their entrepreneurship capacity. What are the experiences of various schools in finding and recruiting qualified professors? Participants will share be asked to share their personal and institutional experiences with others.

Since very few schools offer graduate or post graduate preparation in entrepreneurship and traditional business disciplines require research and publication in those disciplines to achieve tenure, what do traditionally trained business professors who want to teach entrepreneurship do develop themselves? Similarly, how do non business school graduates, with little or no business background, prepare themselves for a career in entrepreneurship education and research? How do entrepreneurs with successful careers develop themselves into university faculty?

There are a few programs that have developed to assist entrepreneurship professors with preparation for teaching, research and outreach activities associated with entrepreneurship at many institutions. The Babson College Symposium for Entrepreneurship Education and a similar program at Syracuse and perhaps others were designed to help. What are the experiences of participant institutions in providing their would-be entrepreneurship professors with educational opportunities to become qualified teacher/researchers? How did individual participants develop themselves in entrepreneurship? Participants will be asked to discuss how their institutions acquire and develop entrepreneurship professors.
What was/is the resource base for the development of entrepreneurship programs and faculty? Once entrepreneurship professors exist, how do schools retain those professors and allow them to progress in their new discipline? What are the participant institutions doing to aid and retain their entrepreneurship professors?

**SO WHAT?**

Since entrepreneurship is becoming an established discipline, it is important for institutions to understand where they can find, develop and retain qualified faculty. This workshop is an initial attempt to discover the sources, methods of development and retention of entrepreneurship professors. Participants will share their personal and institutional experiences about these important aspects of entrepreneurship education.
EXPECTED OUTCOMES FOR WORKSHOP PARTICIPANTS AND CONCLUSIONS

Entrepreneurship has been, is, and can be expected to grow as a discipline. Given that schools with different needs are developing unique programs that require professors, how are they to meet the challenges they face? A questionnaire has been designed for use at the beginning of the workshop to stimulate discussion among participants. This workshop will share valuable information with the participants and provide a networking opportunity with everyone who is or is interested in becoming an entrepreneurship educator –

1. A list of existing entrepreneurship programs will be shared with workshop participants, including the ones associated with or not associated with business schools.

2. This workshop is designed to allow participants to explore the challenges of getting, developing, and retaining entrepreneurship professors with their colleagues. The workshop facilitators have had substantial experience with these challenges from both the institutional and individual perspectives. Research evidence will also be shared.

3. A list of professional/career development programs in entrepreneurship will be shared with the participants.

4. Several funding/grant opportunities in professional development or entrepreneurship research will be shared with the participants.
Entrepreneurship Professor Questionnaire

This questionnaire is designed to discover the background, preparation, and reward system of existing entrepreneurship professors.

A. Do you teach entrepreneurship?
   a. Yes
   b. No

B. How many years have you taught entrepreneurship?_____

C. Prior to teaching entrepreneurship, were you a professor?
   a. If yes, what area of prior teaching?_____
   b. If not teaching, what were you doing?________________________________________

D. Are you a tenured or tenure track professor?
   a. Yes, What area?____________________
   b. No

E. How do you come to be teaching entrepreneurship?

F. Do you have academic training in entrepreneurship?
   a. Yes, if yes, what preparation have you had?

      b. No, if no, how have you developed yourself for teaching entrepreneurship?

G. Are you required, as a part of your assignment, to do academic research?
   a. Yes
   b. No

H. What do you think that institutions and individuals should/could do to prepare faculty to teach entrepreneurship?

I. What is the basis of rewards for your work in entrepreneurship education?

J. Other observations regarding getting, developing and rewarding entrepreneurship educators.

Thank you for your cooperation!