

# IMPACTO DE LOS FACTORES SOCIODEMOGRÁFICOS EN LA CREDIBILIDAD EMPREDEDORA DE LOS ESTUDIANTES UNIVERSITARIOS ESPAÑOLES

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## IMPACT OF SOCIO DEMOGRAPHIC FACTORS ON THE ENTREPRENEURIAL CREDIBILITY FROM SPANISH UNIVERSITY STUDENTS

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## RESUMEN

La investigación se fundamenta en el modelo de la triple hélice d'Etzkowitz donde la universidad realiza un papel esencial en su interacción con la empresa y el sector público para impulsar una sociedad basada en la innovación y el conocimiento. El Consejo Europeo en su estrategia 2020 pone a las universidades en el centro del emprendimiento para la creación futura de nuevas empresas innovadoras. En este sentido, la investigación analiza el impacto que tienen determinados factores sociodemográficos que inciden en la credibilidad emprendedora de los estudiantes universitarios. La credibilidad emprendedora es la percepción de deseabilidad y viabilidad que tiene el estudiante para emprender en un futuro próximo (modelo Krueger y Brazeal de 1994). La investigación se basa en una muestra de 529 estudiantes españoles de la Universidad de Vic – Universidad Central de Cataluña. En la fase de constructo se establecen los ítems de la variable dependiente según la orientación de la actitud emprendedora de Robinson (1991) y el estudio de Singh y DeNoble (2003). La elaboración del cuestionario definitivo cumple con los requisitos de validez y consistencia tanto para la variable dependiente (credibilidad emprendedora), como para las variables dicotómicas independientes (factores sociodemográficos). Las conclusiones de la investigación establecen que el condicionante de carga social y familiar incide directamente en el género femenino disminuyendo su credibilidad emprendedora. Y en cambio, aumenta la credibilidad emprendedora cuando el estudiante tiene antecedentes familiares empresarios, experiencia laboral previa, y ha cursado formación en creación de empresas.

## ABSTRACT

*The research is based on the triple helix d'Etzkowitz model where the university does an essential role in its interaction with the company and the public sector to promote a society based on innovation and knowledge. The European Council in its 2020 strategy puts universities at the center of entrepreneurship for the future creation of new innovative companies. In this framework, the research focalizes on the sociodemographic factors that affect the entrepreneurial credibility of university students. The entrepreneurial credibility is the perception of desirability and feasibility that the student must undertake in the near future (Krueger and Brazeal model 1994). The research is based on a sample of 529 Spanish students from the University of Vic – Central University of Catalonia. In the construct phase the items of the dependent variable were being made according to the orientation of the entrepreneurial attitude of Robinson (1991) and to the study of Singh and DeNoble (2003). The definitive questionnaire gets the validity and consistency requirements for the dependent variable (entrepreneurial credibility), and for the independent dichotomous variables*

(socio-demographic factors). The conclusions of the research establish that the condition of social and family burden directly affects the female gender, reducing their entrepreneurial credibility. And instead, it increases entrepreneurial credibility when the student has a family business history, previous working experience, and has done formation in business creation courses.

## PALABRAS CLAVE

Triple hélice, Emprendimiento, Credibilidad emprendedora, Género, Antecedentes familiares, Experiencia laboral previa, Cursos de creación de empresas.

## KEYWORDS

Triple helix, Entrepreneurship, Entrepreneurial credibility, Gender, Family background, Previous working experience, Business creation courses.

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