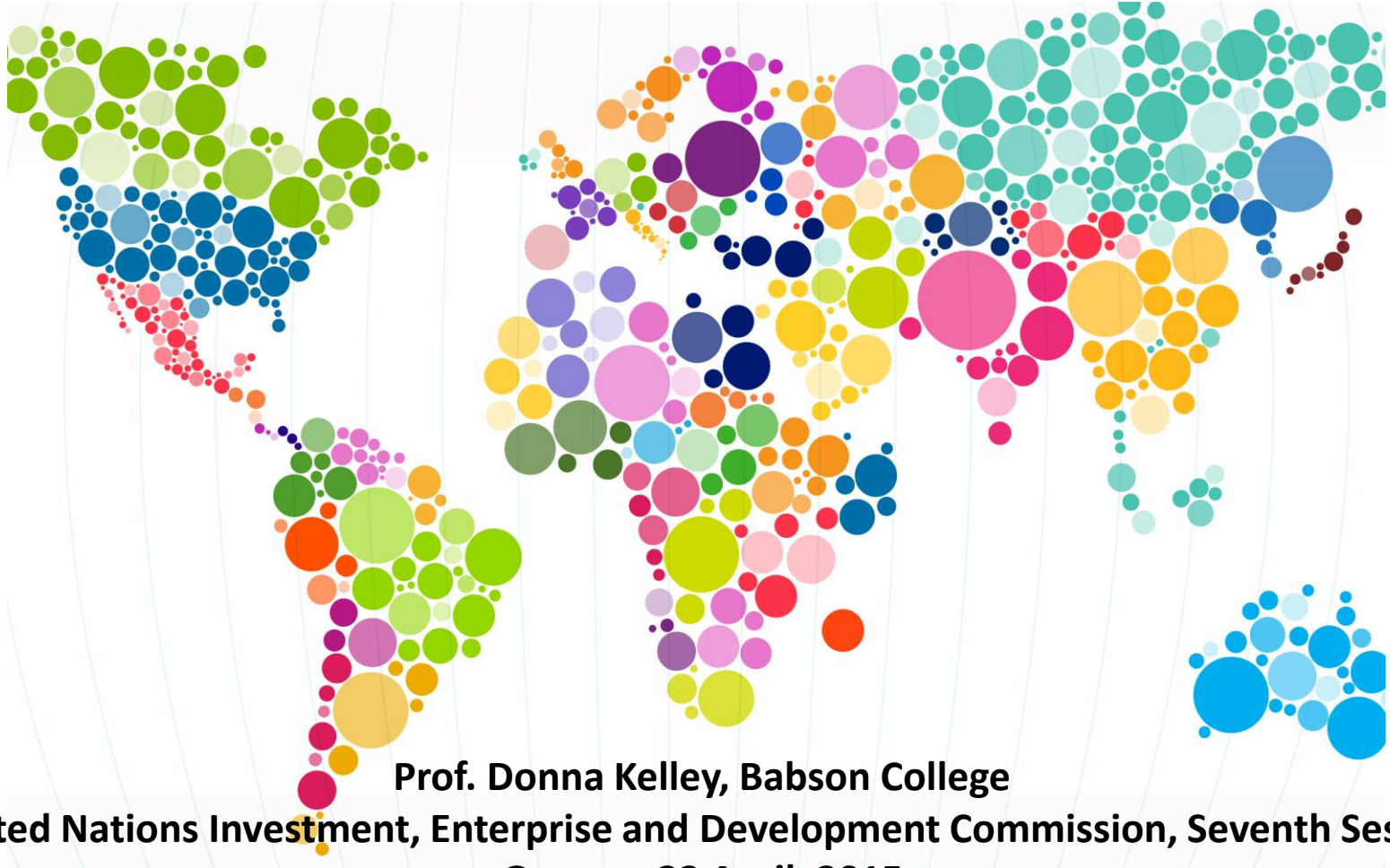




Measuring the Impact of Entrepreneurship Policies



Prof. Donna Kelley, Babson College

United Nations Investment, Enterprise and Development Commission, Seventh Session

Geneva, 22 April, 2015



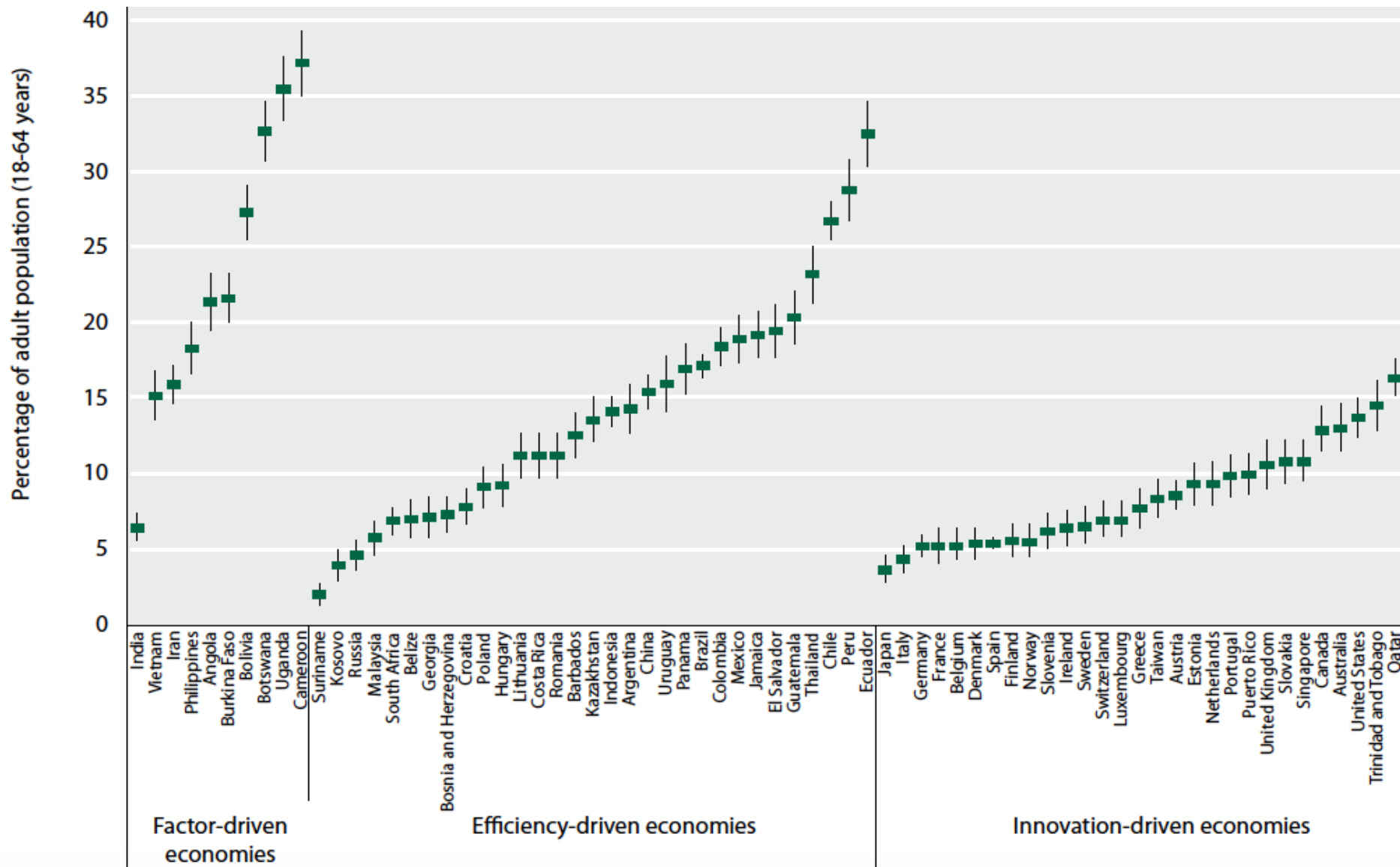
The Global Entrepreneurship Monitor (GEM)

The largest global research study on entrepreneurship

- **Entrepreneurship activity across multiple phases**
- **Profile, motivations, ambitions of entrepreneurs**
- **Societal Attitudes**
- **Informal and formal activity**
- **Harmonized data**



TOTAL EARLY-STAGE ENTREPRENEURIAL ACTIVITY (TEA) IN THE GEM ECONOMIES IN 2014, BY PHASE OF ECONOMIC DEVELOPMENT

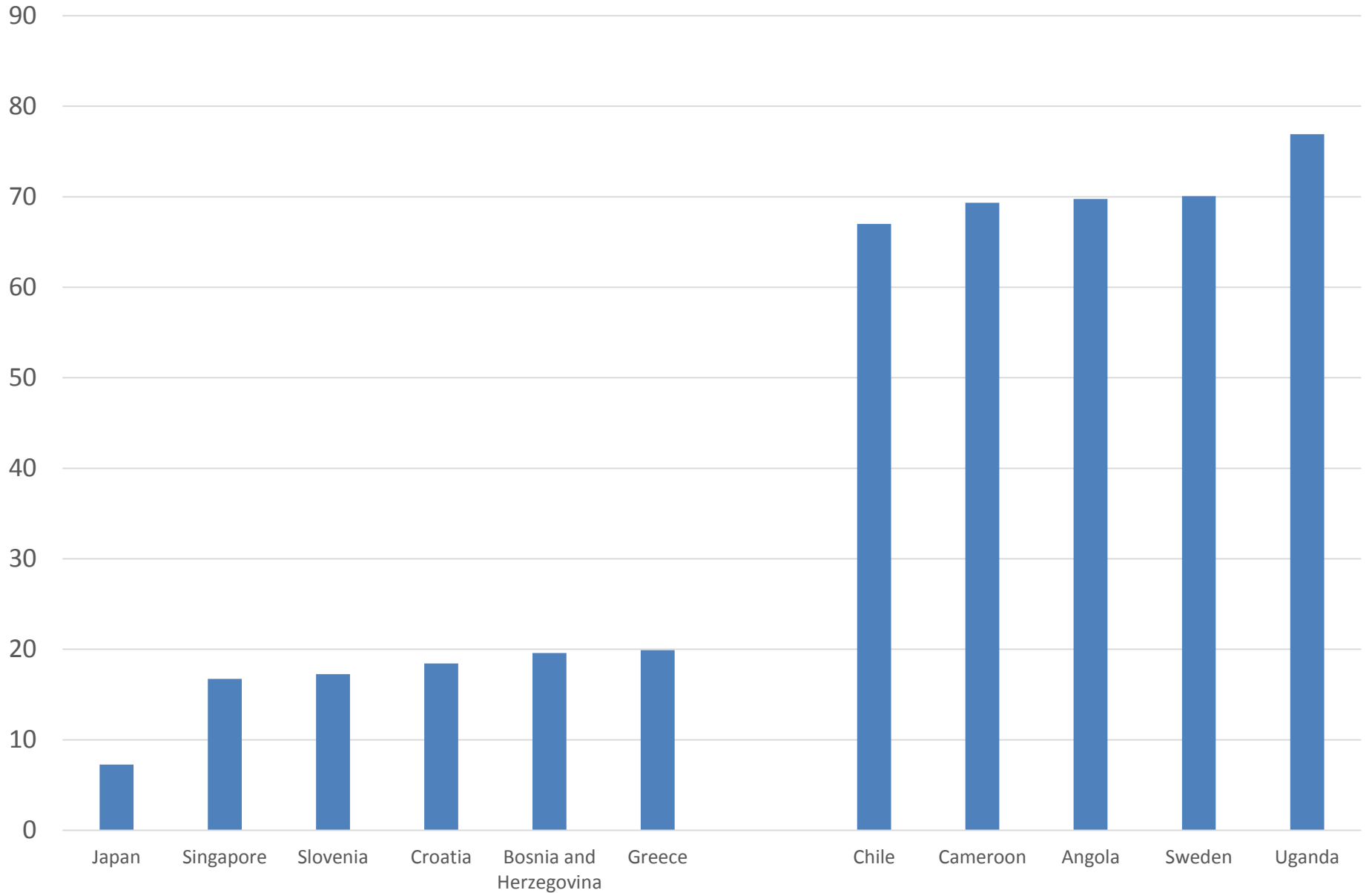


While participation rates differ substantially, the quality and impact of entrepreneurship can have marked impact on a society

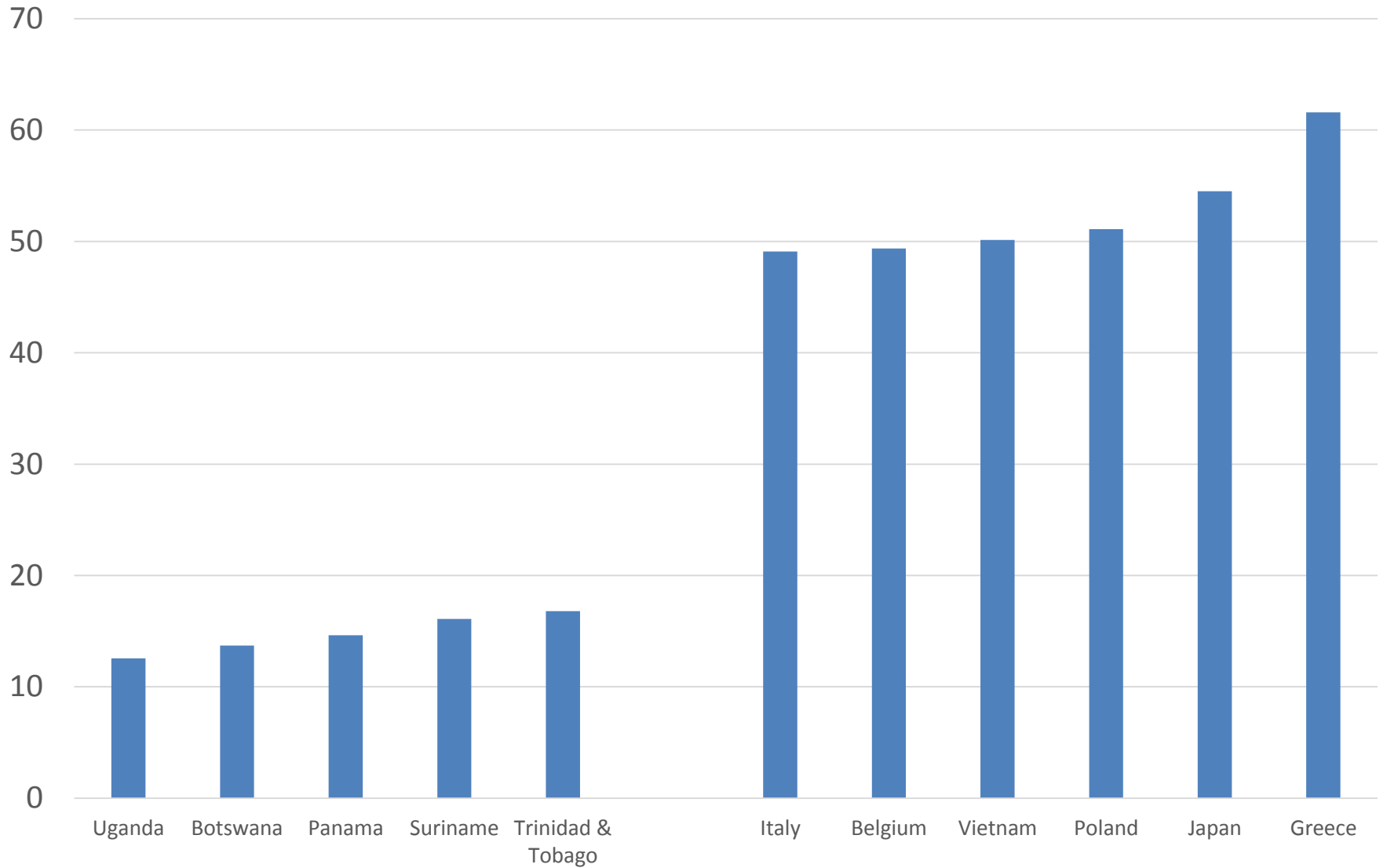
Key indicators:

- Societal attitudes
- Participation across phases
- Motives
- Inclusiveness
- Potential impact

Perceptions about opportunities



Fear of Failure



Participation across phases



**Intentions
to start**

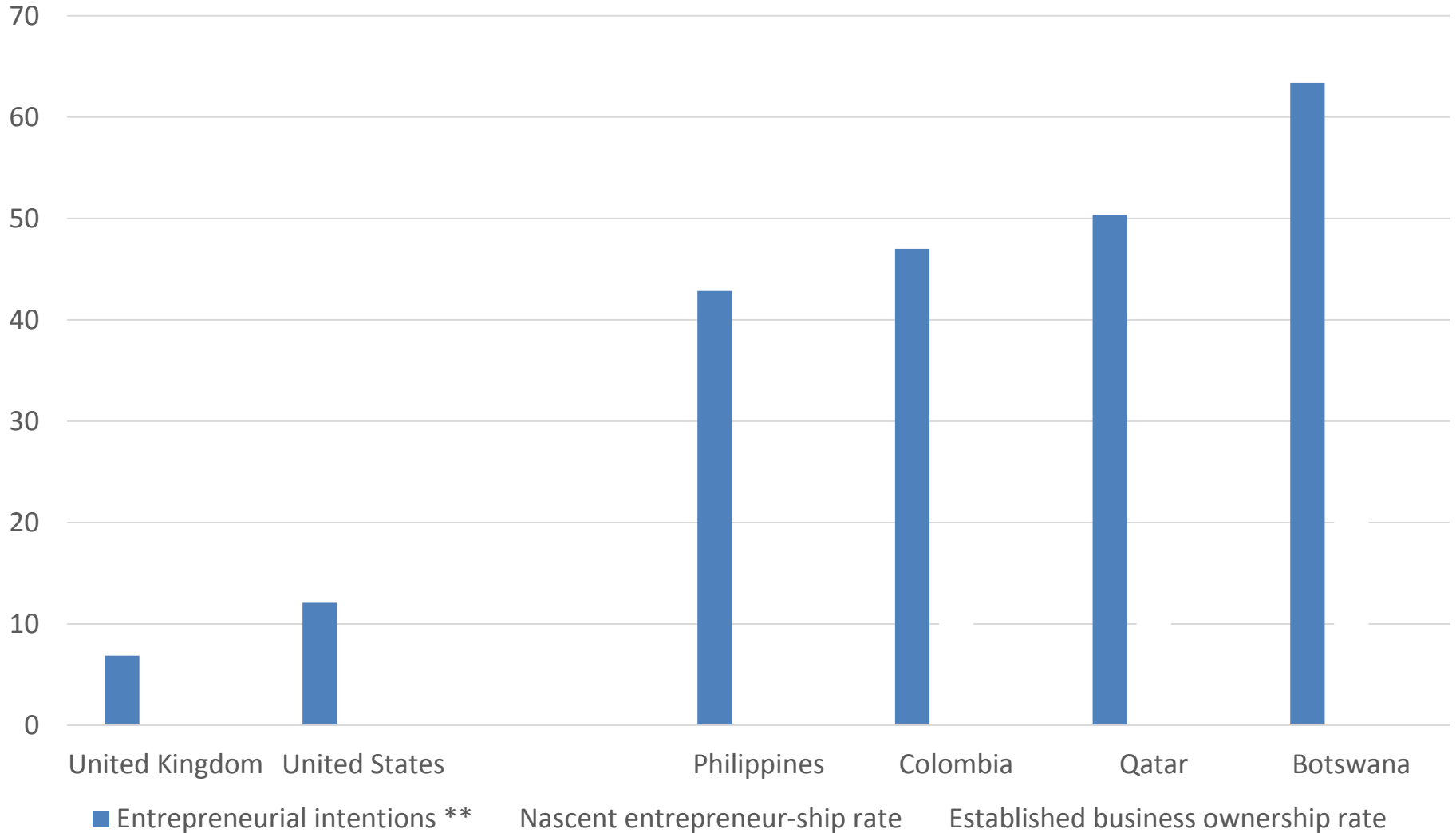
**Nascent
Entrepreneurs**

**New
Entrepreneurs**

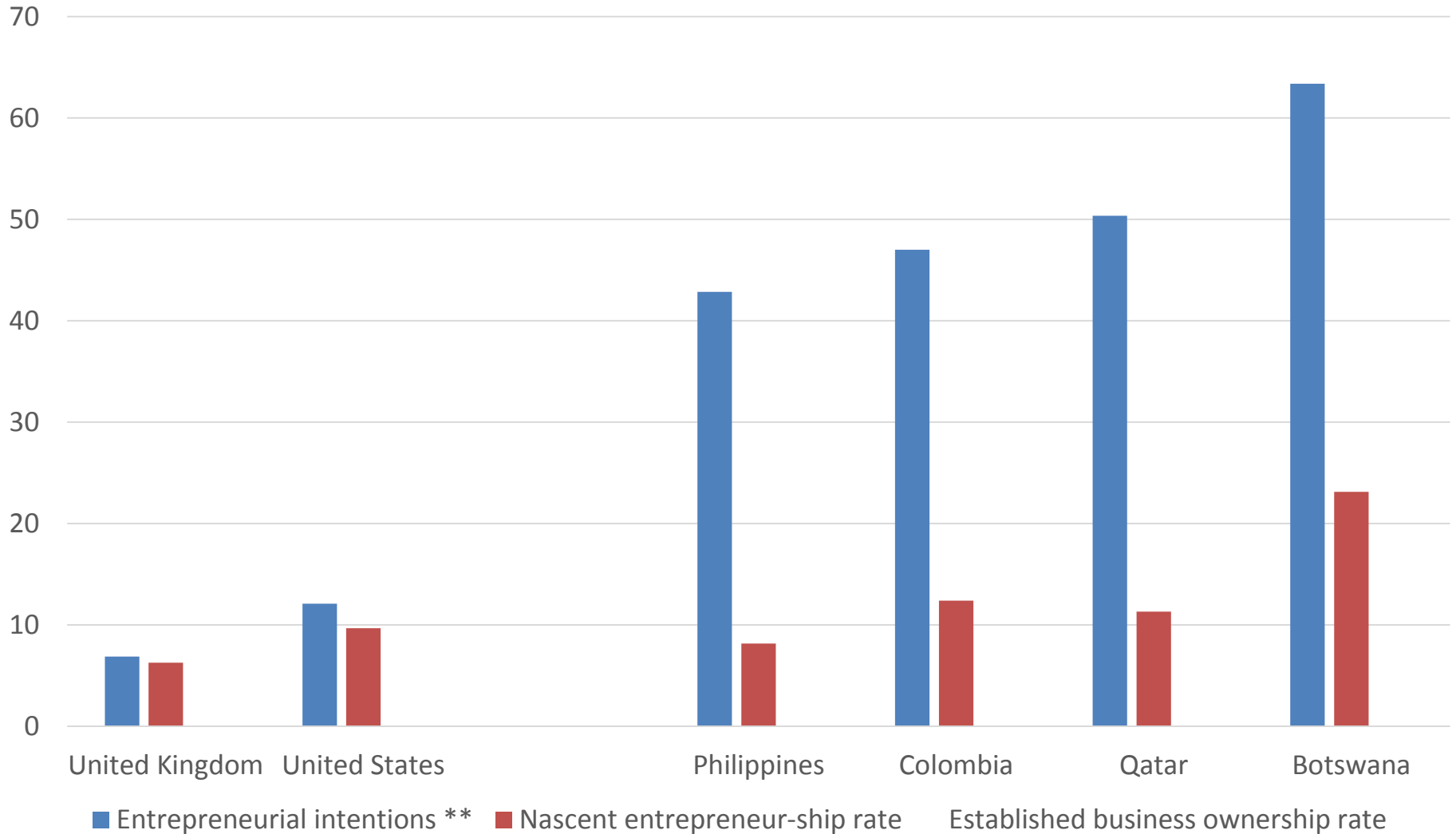
**Established
Entrepreneurs**

Discontinuance

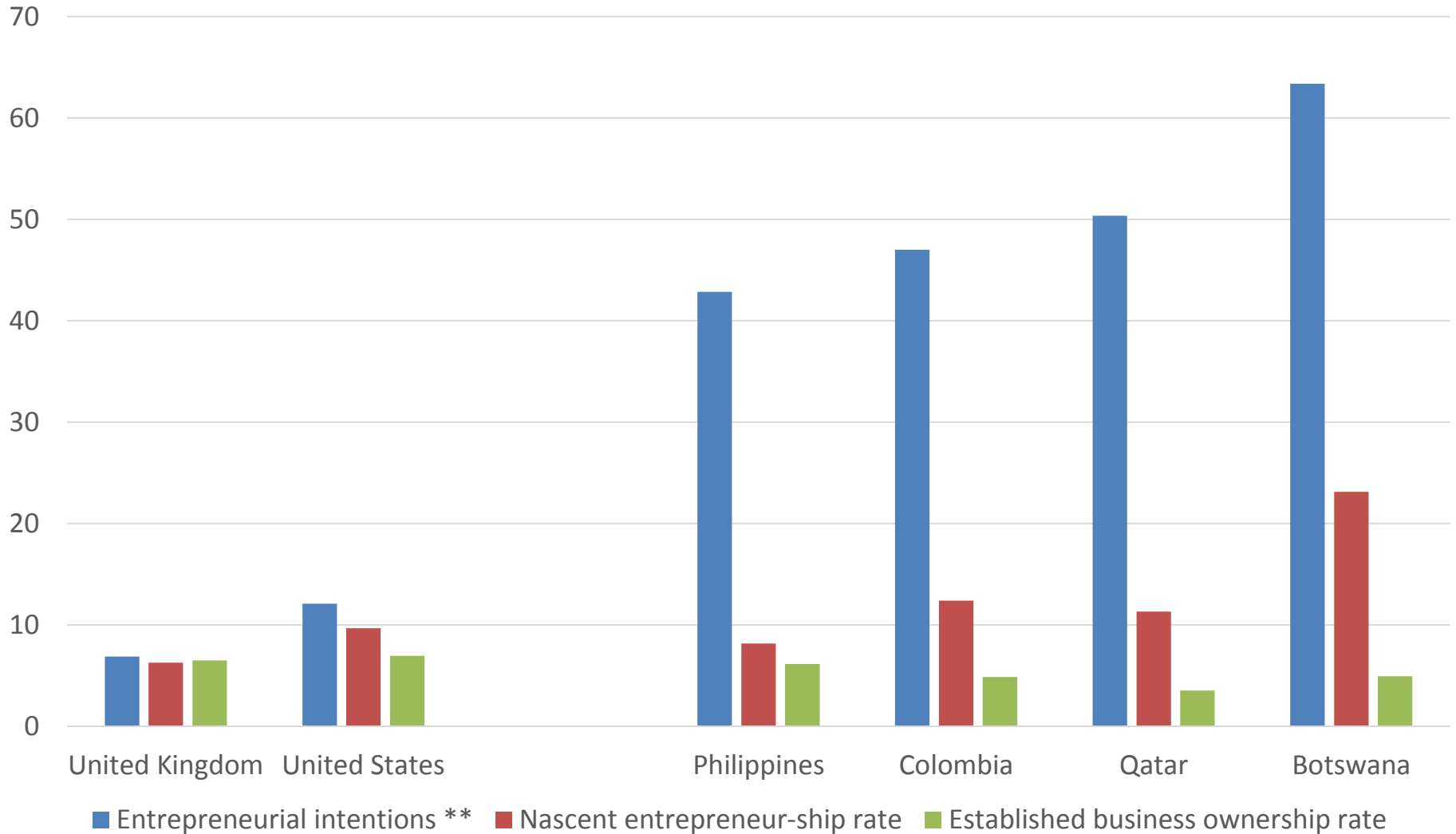
The Entrepreneurship Pipeline



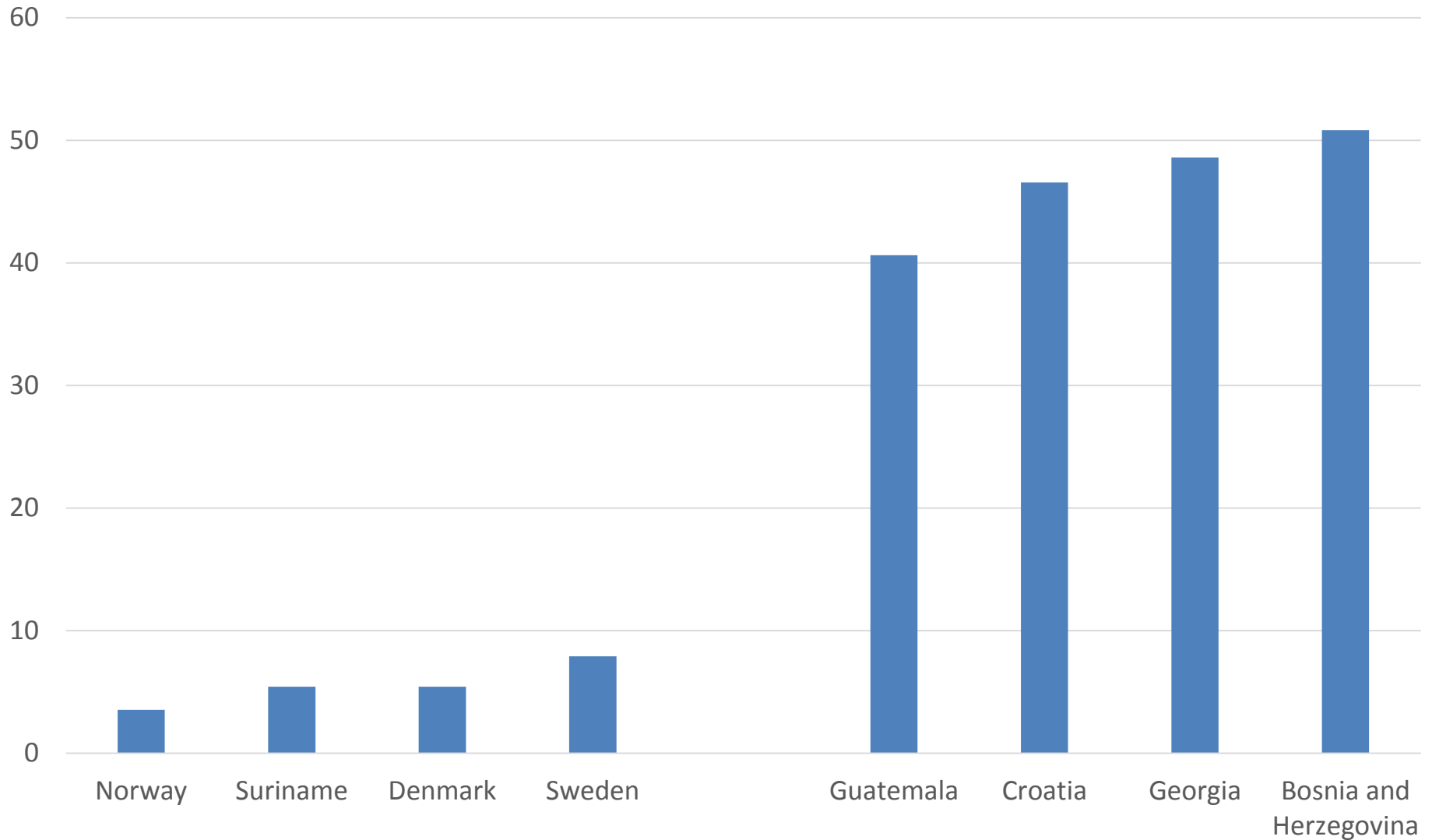
The Entrepreneurship Pipeline



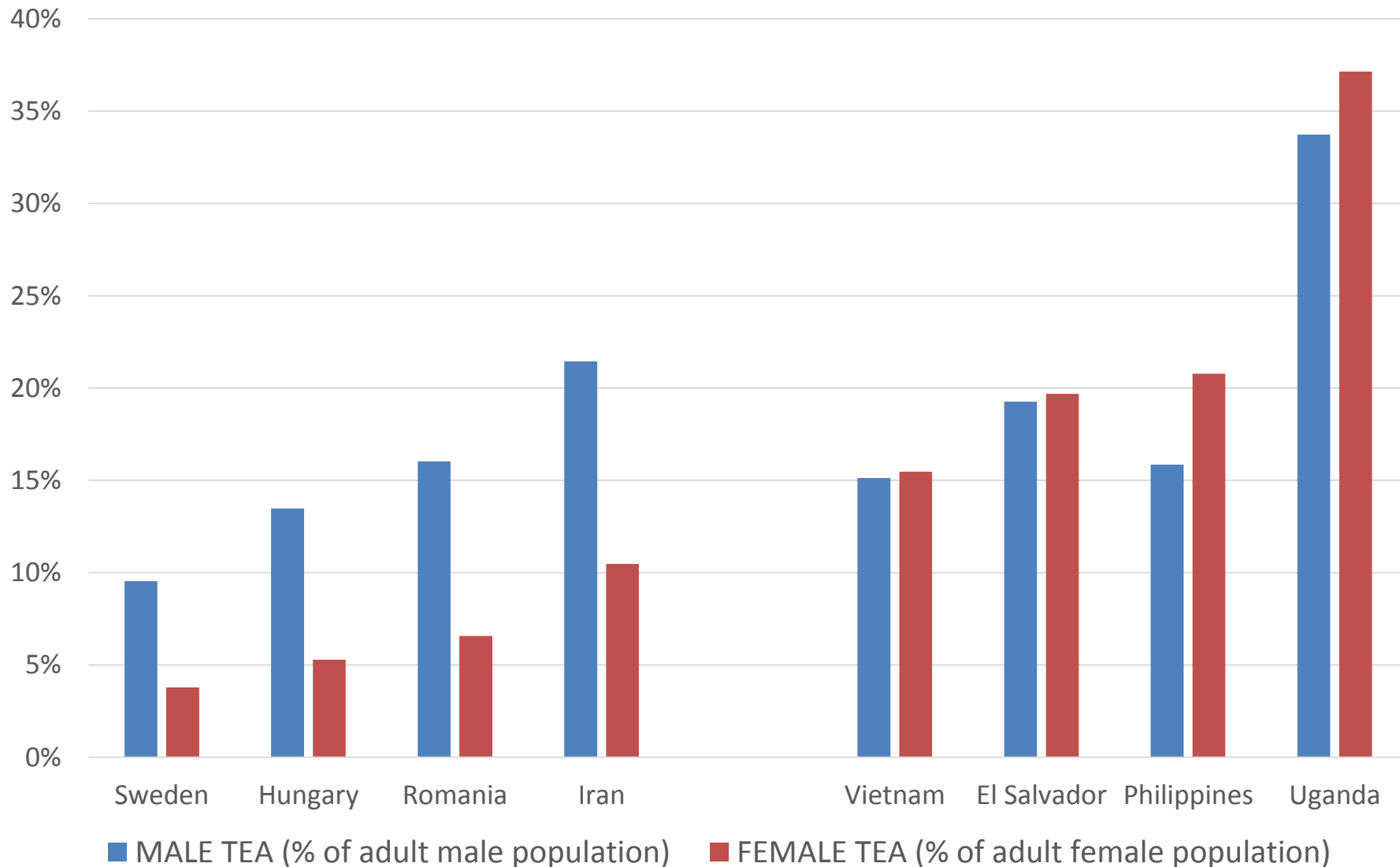
The Entrepreneurship Pipeline



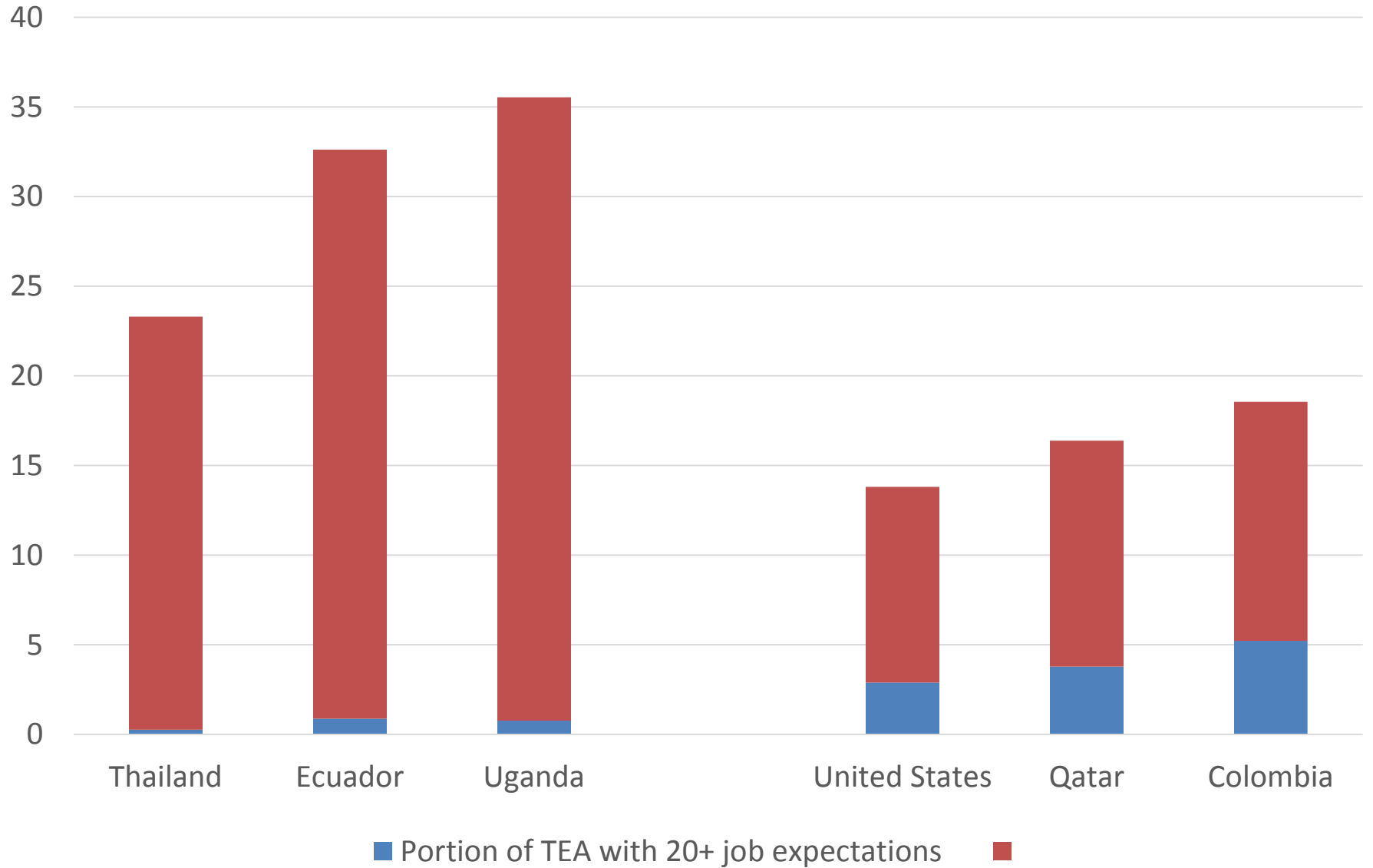
Necessity Entrepreneurship (% TEA)



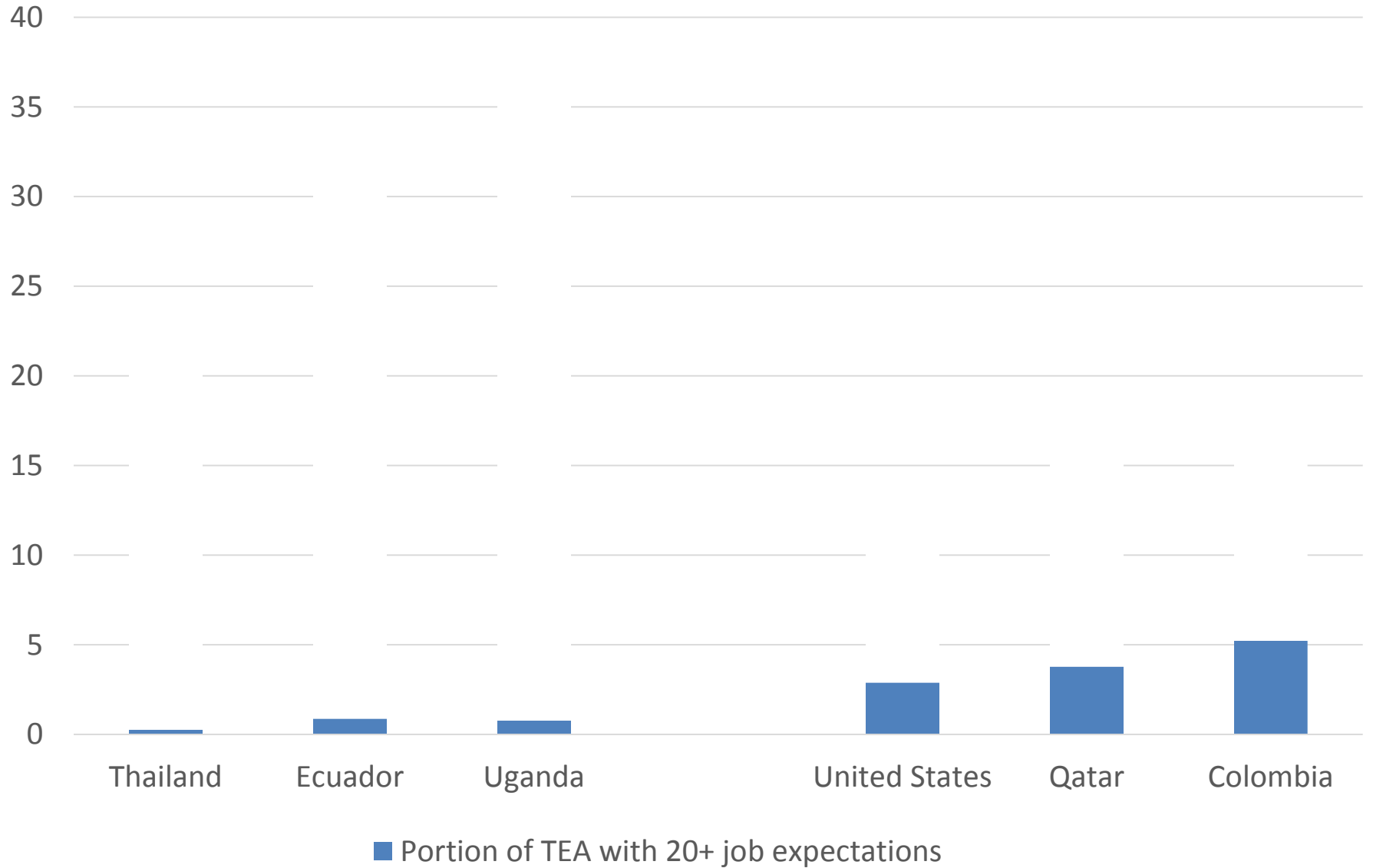
Female Participation (TEA)



Growth Expectations



Growth Expectations



Implications for National Entrepreneurship Policy

- Acknowledge the multidimensional nature of entrepreneurship as the true vehicle for economic development and advancing societal wellbeing
- Mobilize societal wide proactive energy for entrepreneurship, which includes participation in multiple phases of the process and societal support
- Look more deeply into indicators of high quality entrepreneurship
- Explore further the link between the range of GEM indicators and policies and other influencing factors
- Ensure policies can lead to entrepreneurship that benefits all and that all can participate
- Make entrepreneurship education a lifelong competence

GEM



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