Babson College 2013 Alumni Career Pathways Study

Executive Summary

The 2013 Alumni Career Pathways Study highlights the unique signature of Babson College alumni around the world. Our alumni consider themselves entrepreneurial, engage in innovative activities, and lead in industries, new ventures, and family businesses worldwide. Babson College alumni contribute significantly to economic and social success by solving problems using innovative approaches in all types of organizations. This report provides an overview of key findings of this study. In spring 2013, 20,399 Babson College alumni were sent an online survey which was completed by 2,026 alumni from more than 110 countries for a 10 percent overall response rate. These are the highlights of the survey:

- Eighty-four percent (84%) of respondents stated that their Babson educational and cocurricular experiences and connections influenced their career pathways.
- Sixty-eight percent (68%) of respondents think of themselves as entrepreneurs.
- Of alumni who pursued entrepreneurial ventures, the majority did so after gaining work experience in a Fortune 1000 or small- to medium-sized company.
- Independence, job satisfaction, and achievement were noted as the primary motivators for pursuing an entrepreneurial venture.
- More than 45 percent of Babson alumni presently run or have run their own businesses.
- Nearly one-third (29%) of alumni business owners have created valuable intellectual property.
- More than 80 percent of alumni volunteer or give back to society.
- Men are more than twice as likely to pursue entrepreneurship.
- Men are more than three times as likely to be CEO, president, or board chair while women are more likely to work in middle management and nonprofit roles.
- Graduate alumni are more likely to be executives, and undergraduate alumni are more likely to be founders.
- More than 27 percent of international alumni lead family businesses compared to 14 percent of U.S. alumni.

This survey shows that the Babson College educational experience with a focus on entrepreneurial thinking has imprinted alumni in several ways. First, Babson College alumni

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1 This survey and report was conducted by Prof. Caroline Daniels and Prof. Candida Brush of the Entrepreneurship Division at Babson College. Data analysis was conducted by Kulvara Jerawarakul, MBA 2014.
2 3,365 total respondents started the survey; 2,026 of the total completed the survey. The results reported are only for completed surveys.
think of themselves as entrepreneurs, possess high confidence in their entrepreneurial skills, and use an entrepreneurial and innovative approach to solving problems. Second, Babson College alumni gain experience in corporate settings, but those who change jobs are likely to engage in an entrepreneurial endeavor for their second or third job. Third, Babson College alumni are deeply involved in entrepreneurship across a wide spectrum of activities, from creating new products, processes, and services to creating new companies and new markets. Both women and men lead efforts to rise to the challenges of building a vibrant global economy. Fourth, Babson College alumni give back to society, and take a leadership role in organizations that solve problems in the environment and community. The signature of Babson College alumni is a unique ability to identify significant challenges in the world and employ a mix of strategic and entrepreneurial approaches to solve them.

Babson College alumni live their values, contributing time and energy to changing the world for the better through socially conscious business activity and by giving back to the community through social entrepreneurship, community-driven activities, and concerns for the environment.