BABSON COLLEGE
Babson Academy for the Advancement of Global Entrepreneurial Learning

THE ONE HOUR ENTREPRENEURSHIP EDUCATOR

Leveraging Global Entrepreneurship Monitor Data for Student Engagement

Since 1999, the Global Entrepreneurship Monitor (GEM) has carried out survey-based research on entrepreneurship ecosystems around the world, and educators can use this data to enhance their teaching.

Babson faculty members Donna Kelley and Mahdi Majbouri have developed actionable insights on how GEM data can be leveraged to reinforce learning and engage students. Learn how GEM data can help students eliminate assumptions and develop a more holistic view of global entrepreneurship.

What is GEM

GEM conducts the largest global survey of entrepreneurial activity, attitudes, characteristics, and impact. The annual survey polls 150,000+ adults from 117 economies on all continents across the world.

Babson College was a co-founder of Global Entrepreneurship Monitor along with the London Business School.

What makes GEM data unique?

- Random, representative survey of 2,000+ working-age adults (18-64 years) in each economy
- Strict, rigorous research protocol and central oversight allows for cross-national comparisons
- Focuses on the people who start businesses rather than the businesses themselves
- Captures informal as well as formal activity
- Captures traditional entrepreneurship efforts as well as entrepreneurship activity that is not formally registered, part-time, or in its very early stages
- Population-level and entrepreneur-level data: comprehensive indicators on entrepreneurship
- Societal attitudes, i.e. what percentage of the population thinks that entrepreneurship is a good career
- Special topic questions that include COVID, family, social, sustainability, women, youth/seniors

Continue on page 2 »

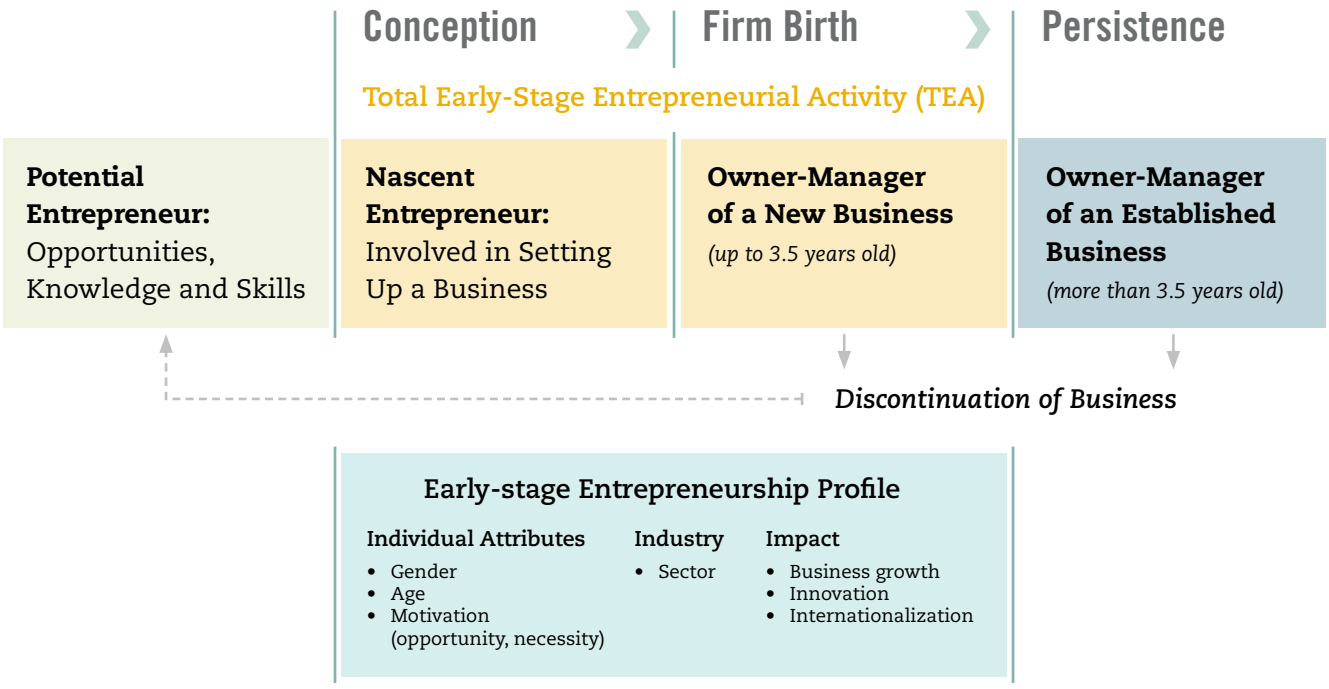
What does a typical GEM survey include?

- Introduction: All respondents
  - Questions around attitudes toward entrepreneurship
- Questions to filter out different types of entrepreneurs
  - Block 1: Nascent entrepreneurs
  - Block 2: Owner-managers
- Block 3: Potential and discontinuing
- Block 4: Informal investors
- Block 5: Occupation, Employee Entrepreneurship
- Block 6: Special Topic Placeholder
- Block 7: All respondents (demographics)

56% of adults (aged 18-64) in Colombia believe they have the skills and ability to start a business. (This number ranges globally from 12% in Japan to 90.5% in Saudi Arabia).

19% of entrepreneurs in the UK project hiring 6 or more employees in the next 5 years. (This number ranges globally from 5% in India to 73% in the UAE.)

How does GEM define different stages of entrepreneurship?



How can I access GEM data?

How to view existing reports that GEM produces

1. Visit the GEM website to get started: www.gemconsortium.org
2. Hold your mouse over the 'Research' menu item in the top right of the site. To see all global, national, and special topics GEM reports, click on the 'Reports' option
3. Scroll through the reports to find one that is most relevant to your students

Continue on page 3 »

How to access GEM data and build your own report

1. Visit the GEM website to get started: www.gemconsortium.org
2. Hold your mouse over the 'Data' menu item in the top right of the site.
3. Navigate to the 'differences between economies' option to explore data by country
4. Select the indicator you would like to research along with the year from which you would like to access the data. Click the red 'GO' button
5. Hold your mouse over a country to view its indicator levels

How can I use GEM data in classroom activities?

Exercise 1

- Work with your team to identify two economies outside the U.S. to compare in terms of entrepreneurship indicators (GEM)
  - Can match students with countries they are from
- Identify key differences in entrepreneurship between these two economies, using GEM data
- Explain differences and how conditions influence entrepreneurship (and what each could learn from the other)
  - Can focus on a particular aspect, like cultural dimensions (Hofstede)
  - If pre-work is involved, they can research published sources and/or talk to experts in those economies
- Prepare a three- to five-minute presentation on your findings

Exercise 2

- Purpose: to develop your ability to assess entrepreneurship in a country/region and identify considerations for starting a business there
  - While there are attractive locations to launch businesses around the world, each have unique contexts and particular constraints
  - But entrepreneurs don't require ideal conditions; they navigate their environment, everaging advantages and overcoming barriers to realize their visions
- Your team has started a consulting company that helps entrepreneurs start businesses in foreign countries
- You've landed your first client, an experienced U.S. entrepreneur who wants to start a business in _____ country, where she has not operated in
- Your job is to research this country and provide recommendations
- In particular, consider the following questions:
  - What does entrepreneurship look like in this country (GEM)? What seems possible (or not)?

Continue on page 4 »

- What is the environment like for entrepreneurship here?
    - Research published sources and interview experts
    - Where are the enablers and constraints for entrepreneurs? Who are key stakeholders?
- What key considerations are important for a foreign entrepreneur starting a business in this country?
    - What recommendations do you have for the entrepreneur's business?
    - What actions would increase her chances of success?

Exercise 3

- For each team, the instructor picks three variables from the list displayed on www.gemconsortium.org/data
- Students create global maps for those variables using the most recent data and the GEM data webapp
- Students prepare a presentation about the patterns they see on these maps and how they explain them
- They also discuss what was interesting to them in these maps and what surprised them



EM2-4264-09/2022

Want more Babson Academy resources for entrepreneurship educators? Check out babson.edu/babsonacademy