

Societal Entrepreneurship and Competitiveness examines the role of society in the creation of entrepreneurial opportunities. As society undergoes demographic shifts, cultural change and technological advancement, the way individuals, companies and institutions see and react to entrepreneurship also diversifies.

Chapters explore alternative dimensions of entrepreneurship by considering different societal components and assessing attitudes towards entrepreneurship, specifically in terms of competition. By focusing on competitiveness, the book provides new conceptual approaches to understanding societal entrepreneurship and considers future developments. Utilizing an international and interdisciplinary approach to examining contemporary societal entrepreneurship, the book includes research on areas such as student entrepreneurship within Australian Universities, technology-based entrepreneurship within Turkey, and microfinance and necessity entrepreneurship within Ghana.

The book will benefit researchers working in the fields of sociology, anthropology and business management, and will develop practitioners' understanding of the impact society has on entrepreneurship and entrepreneurial behavior.

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Entrepreneurship from a Business Incubator of a Public University Supported by a Psychological Program

Oscar Javier Montiel-Méndez and Lorena del Carmen Alvarez-Castañón

Introduction

Entrepreneurship has been considered a significant factor for socioeconomic growth and development (Tanh & Cho, 2018). Entrepreneurs in small- and medium-sized businesses (SMEs) provide jobs faster than large companies in developed and developing markets (Roundi & Fayard, 2018). Different approaches have revitalized the importance of entrepreneurship and SMEs in emerging countries; from these, entrepreneurship is a current strategy that it is strongly promoted by universities to generate self-employment (Bergmann, Geissler, Hundt, & Grave, 2018; Tanh & Cho, 2018; Yao, Li, & Weng, 2018). Therefore, the entrepreneurship and the entrepreneurs are especially relevant in these countries.

Entrepreneurs have been studied from the optic of several research streams such as organizational psychology, psychology of work, among others. Previous studies suggest that psychological intervention programs are strategic elements for entrepreneurship. Rauch and Frese (2000) mention that all aspects of psychology are addressed when studying entrepreneurship. Frese (2010) suggests that psychological intervention programs help entrepreneurs succeed in growing their organizations and he argues that the psychological approach is necessary to understand entrepreneurship.

Archibong and Ejue (2009) argue that the incorporation of the psychology of entrepreneurship in students is relevant because it helps to awake in them the spirit of enterprise. Nwankwo and Akam (2011) show the influence of roles of psychology that affect entrepreneurship; they propose some competences and social skills to induce success and redirect the individual efforts to productive projects. The previous arguments are based on the assumption that

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