



GREENING THE ENTREPRENEURSHIP SYLLABUS: AN EXPLORATORY APPROACH

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Abstract

Interest in environmental entrepreneurship (or ecopreneurship) is increasing rapidly. While there is a general view among communities and industries that economic growth can come for ecopreneurship, little is done within universities to prepare students to identify and pursue the emerging business opportunities in this field. We report the results of an undergraduate student survey of Technological Education Institute of Crete students, who were enrolled at an elective ecopreneurship course. Following an experimental design, using Conjoint Analysis the aim of the present paper is to demonstrate the ability of the technique to be used in ecopreneurship syllabus development and to report student importance measures for alternative course attributes in order to facilitate future ecopreneurship offerings. The paper provides useful information for designers of courses, educators and policy makers filling the gap to survey further environmental entrepreneurship education programs.

Keywords: ecopreneurship; environmental entrepreneurship; entrepreneur; conjoint analysis; sustainable development

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