

Entrepreneurship Audit Domains

KPI for management & Communication Strategy

Based on the work of D. Isenberg and Z.J. Ács

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Connects the university to external
business networks, risk capital, and
international markets. Facilitates crucial
public-private partnerships, helping
academic spin-offs overcome restricted
market entry.

Relies on faculty
specialisation,
mentorship, and
continuous curriculum
adaptation. Empowers
educators to act as key
mentors and adapt
coursework to teach
practical
entrepreneurial skills.

Involves tangible resources like business
incubation, training, and direct
assistance. Provides the vital physical
infrastructure and practical programmes
needed to turn academic ideas into
viable businesses.

Institutional government

Growth Opportunities	Low	High
- Impulse		
- Stakeholders		
- Tech. absorption		
- Reputation		

Focuses on leadership, institutional governance,
and technology absorption. Strong leadership
can champion collaboration between academia,
industry, and government to navigate complex
regulations.

Regional market-based economy

Growth Opportunities

Growth Opportunities	Low	High
- Opportunity perception		
- Business networks		
- Risk capital		
- Internationalization		

Teachers' engagement

Growth Opportunities

Growth Opportunities	Low	High
- Specialization		
- Mentorship		
- Research & Innovation		
- Curr. adaptation		

Institutional management

Growth Opportunities

Growth Opportunities	Low	High
- Quality		
- Investment		
- Rewards & Recognition		
- Social participation		

Covers investment
quality, reward systems,
and social participation.
Universities can create
internal seed funding to
overcome the significant
lack of early-stage
capital for new ventures.

Students' engagement

Growth Opportunities

Growth Opportunities	Low	High
- Interest		
- Intra-networking		
- Ambition		
- Visible Success		

Focus on student
motivation, intra-
networking, and
celebrating visible
success. Fosters a
vibrant campus
environment that shifts
mindsets from seeking
employment to actively
creating jobs.

University resources

Growth Opportunities

Growth Opportunities	Low	High
- Incubation		
- Communication		
- Training		
- Assistance		

