Global Entrepreneurship Monitor Workshop

It is proposed to run a workshop for researchers who are not members of national teams of Global Entrepreneurship Monitor and policymakers on the Global Entrepreneurship Monitor database. Using a series of interactive exercises, workshop participants will be encouraged to use the data manager in www.gemconsortium.org to search for, download and manipulate data.

We propose to ask participants to first: ask themselves what information on entrepreneurship worldwide they would ideally like to get access to. We will use feedback from participants to draw an idealised data map. We will then contrast this with data that has already been collected by Global Entrepreneurship Monitor since 1999. We will also show participants the bibliography of GEM-based publications that is maintained by GEM and available on the GEM website. WE will discuss the main trends in publication using GEM data, challenges as well as opportunities.

One misconception about GEM data is that it is just an attitude survey. An important session for the workshop will be to explain the source and construction of the main GEM measures of entrepreneurial activity by individuals. This individual-based data will be contrasted with firm-based data collected by governments. GEM tracks the whole entrepreneurial process by individuals from intention to exit. It also covers the nature of the entrepreneurial activity being undertaken, aspiration levels, and the form it takes, including independent and company-sponsored new business creation and new economic activity being undertaken by employees short of starting a new business.

Another feature of the workshop will be vignettes showing how regional, national and supranational policymakers use GEM data in practice to inform governments and track trends. For example, the European Commission project “The Missing Entrepreneurs”, in which the

OECD combined customised data from GEM with official data sources such as Eurostat, will be highlighted.

We have assembled an experienced team to run the workshop, including past and present directors of GERA, the body that runs GEM. Workshop leaders are intimately familiar with the database and have published articles using GEM data in some of the top journals in entrepreneurship and management. Participants will be encouraged to actively engage with the databases during the workshops and seek help from the workshop leaders.

Finally, the workshop will demonstrate to participants that GEM is an evolving project and that they can play a part in shaping it to be fit for purpose by proposing topics and measures. We will show the history of special topics in GEM and explain how new special topics get chosen.