



University of St.Gallen

Swiss Institute of Small Business
and Entrepreneurship

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UNIVERSITÄT
BERN

GUESSS 2025

St.Gallen / Bern, November 2024



KMU-HSG.CH

From insight to impact.

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1. GUESSS Key Facts

- A global research project on student entrepreneurship
 - Likely the largest one across the globe
 - Established in 2003
- Global online data collection every 2-3 years
 - 10 data collection waves so far
 - 2023: 57 countries and >226'000 completed responses
- Significant output for academia, practice, and policy
 - Constant stream of articles published in academic (top tier) journals
 - Reports, studies, etc.

2. Overarching Goals

- Global systematic investigation of student entrepreneurship
- Push the boundaries of knowledge
- Create value for various stakeholders
 - Universities
 - Academics
 - Students
 - Practitioners/public
- Collect globally unique, high-quality datasets
- Connect scholars across the globe

3. Project Organization

– Co-organization structure

- Swiss Institute of Small Business and Entrepreneurship at the University of St.Gallen (KMU-HSG)
- Department of Management and Entrepreneurship at the University of Bern (IMU-U)
- GUESSS CEO: Prof. Philipp Sieger (University of Bern)
- GUESSS Core Team (GCT): members of KMU-HSG and IMU-U

– Supervisory board

- Prof. Urs Fueglistaller, Prof. Thomas Zellweger, Prof. Isabella Hatak, Prof. Norris Krueger

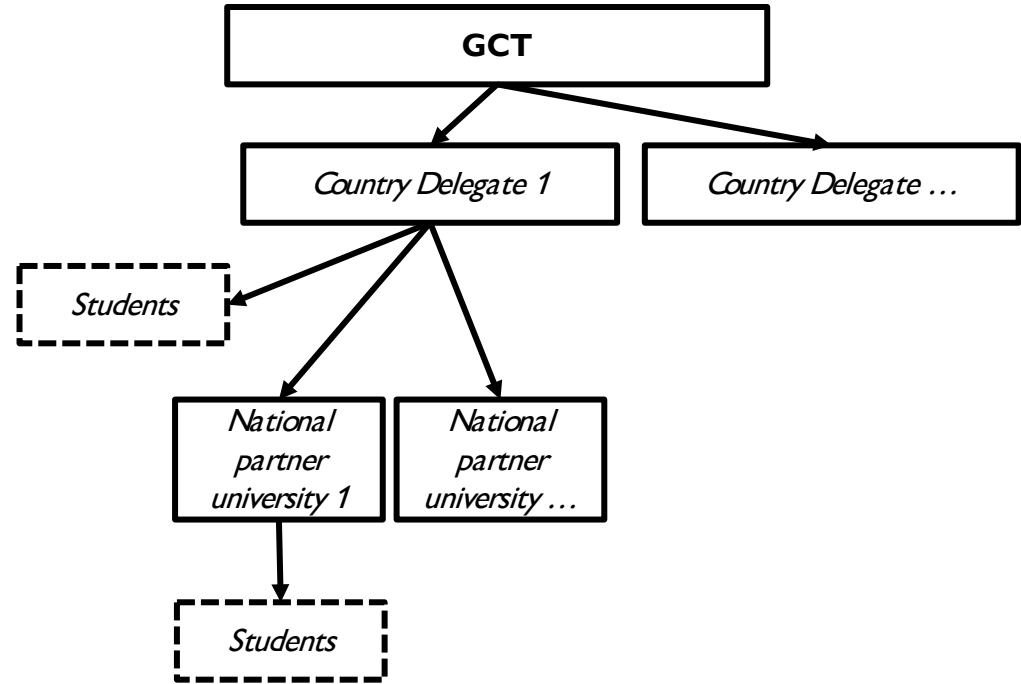


4. Research Focus

- Students' career choice intentions and entrepreneurial activities
 - Entrepreneurial intentions
 - Nascent entrepreneurship
 - Active entrepreneurship
 - Succession in the parental business
- Corresponding antecedents, boundary conditions, and outcomes
 - Individual level (e.g., attitudes, motivations, identities)
 - University level (e.g., entrepreneurship education, climate, learning)
 - Family level (e.g., familial entrepreneurship)
 - Country level (e.g., culture and institutions)

5. Data Collection

- Global online survey developed by the GUESSS Core Team (GCT)
- Preparation of national versions
- URL link sent to country delegates
- They send it to their own students and to national partner universities (who send it to their students)



6. Survey Information

– Structure

- Section for all students
- Several filter questions and extra question blocks
 - Nascent entrepreneurs
 - Active entrepreneurs
 - Students with parental entrepreneurs

– Content

- Some sections remain identical across GUESSS editions
- Several sections vary and change across GUESSS editions
- See also “Research Focus” and “Goals and Timeline 2025 Edition”

7. Specific Goals 2025 Edition

– Topics and content

- Keep established topics (e.g., entrepreneurial intentions, nascent entrepreneurship, university context, new venture performance, etc.)
- Include timely and novel topics (e.g., entrepreneurial decision-making, wellbeing, capabilities, etc.)

– Global reach

- Include additional countries
- Enhance distribution, coverage, and response rates

– Survey and data

- Further refine logic, flow, and mobile-friendly design
- Collect high-quality data and build a two-wave dataset (2023 & 2025)

– Impact

- Enable further (top tier) journal publications
- Further strengthen impact on practice and policy-making

8. Timeline 2025 Edition

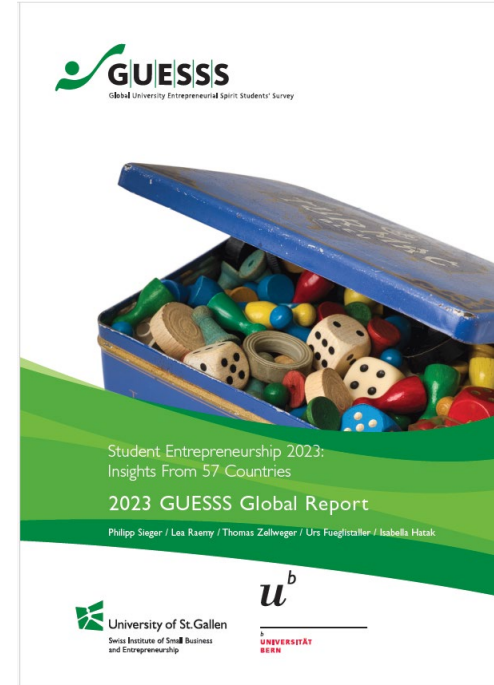
DATE	GUESSS CORE TEAM (GCT)	COUNTRY DELEGATES (CD)
January 31, 2025	<u>Dropbox uploads (global folder):</u> <ul style="list-style-type: none"> “Global Survey Suggestion File” to collect ideas for the global survey (Word) 2023 survey (PDF) as reference 	
February 14, 2025		<u>Dropbox upload (national folder; not compulsory):</u> <ul style="list-style-type: none"> Completed “Global Survey Suggestion File”
April 17, 2025	<u>Dropbox uploads (global folder):</u> <ul style="list-style-type: none"> Final 2025 survey instrument (Word) “National Survey Input File” (about participating universities, extra questions, etc.) “Translation File” (Excel) for survey translations 	
June 13, 2025		<u>Dropbox upload (national folder):</u> <ul style="list-style-type: none"> Completed “National Survey Input File” Completed “Translation File” (if needed)
September 1, 2025	<u>Email to CDs:</u> <ul style="list-style-type: none"> Link to the national version of the global survey 	
September 8, 2025		<u>Email to GCT:</u> <ul style="list-style-type: none"> Whether survey approved or whether modifications are needed
September 15, 2025	<u>Email to CDs:</u> <ul style="list-style-type: none"> Final approval / release of the national survey 	<u>After Sept 15:</u> <ul style="list-style-type: none"> Start data collection possible Actual start date flexible
December 19, 2025	CLOSING OF ALL SURVEYS	

9. Publications (Academic)

- Constant flow of GUESS papers (see also <https://www.guesssurvey.org/publications/publications/academic-journals.html>)
- Selected articles in top tier journals
 - Braun, I. & Sieger, P. (2021). Under Pressure: Family Financial Support and the Ambidextrous Use of Causation and Effectuation. **Strategic Entrepreneurship Journal**, 15(4), 716-749.
 - Gimenez-Jimenez, D., Edelman, L., Minola, T., Calabrò, A. & Cassia, L. (2021). An intergeneration solidarity perspective on succession intentions in family firms. **Entrepreneurship Theory and Practice**, 45(4), 740-766.
 - Bergmann, H., Geissler, M., Hundt, C. & Grave, B. (2018). The Climate for Entrepreneurship at Higher Education Institutions. **Research Policy**, 47(4), 700-716.
 - Smolka, K., Verheul, I., Burmeister-Lamp, K. & Heugens, P. (2018). Get It Together! Synergistic Effects of Causal and Effectual Decision-Making Logics on Venture Performance. **Entrepreneurship Theory and Practice**, 42(4), 571-604.
 - Sieger, P., Gruber, M., Fauchart, E. & Zellweger T. (2016). Measuring the Social Identity of Entrepreneurs: Scale Development and International Validation. **Journal of Business Venturing**, 31(5), 542-572.
 - *Plus numerous (recent) articles in Small Business Economics, Entrepreneurship & Regional Development, Global Strategy Journal, Journal of Business Venturing Insights, etc.*

9. Publications (Practice)

- Global GUESSS Report for every edition
- National reports from participating countries
- Other practitioner-oriented studies
- See <https://www.guesssurvey.org/publications/>



10. Country Delegate Benefits

– Access global dataset

- Data from all countries (anonymized)
- Usable for own research (journal articles, conference papers, reports, etc.)

– Access national dataset

- Usable for own purposes as well
- A few country-specific items can be included (fees apply, see „Cooperation Agreement“)

– Knowledge generation

- Into various relevant topics (e.g., entrepreneurial intentions, nascent and active entrepreneurship, etc.)
- Evaluation of the university's entrepreneurship education offerings
- Comparisons / benchmarking on national and global level

– Reputation and community

- Position as knowledge leader
- Part of a global academic community
- Research collaborations possible

11. Country Delegate Tasks

- Main task: organize data collection in the country
 - Ready-to-use online link provided by the GCT
 - Distribute it to own students (e-mail / facebook / instagram / etc.)
 - Recruit national university partners (other universities in the country)
 - Marketing material will be provided
 - National university partners will send the link to their own students
 - Push data collection / follow-up
- Additional task: write national report
 - One report from each country
 - Template provided
- For details: see „Cooperation Agreement“!

12. Country Delegate Requirements

- Complete all tasks efficiently and effectively
- Meet the deadlines
- Be committed to maximizing the number of responses
- Communicate actively with the GCT
- Use Dropbox proficiently
- Pay the GUESSS 2025 participation fee (EUR 1'000)
- See also „Cooperation Agreement“ for details

13. FAQs

QUESTION	ANSWER
How do I apply as a Country Delegate, and until when should I do that?	Please send a scan of the last page of the „Cooperation Agreement“ to „philipp.sieger@unibe.ch“ before January 31, 2025.
Do I collect data in my own country and will then get access to a dataset that includes the responses from all countries?	Yes.
How much effort is it?	All the tasks outlined above and in the „Cooperation Agreement“ can normally be completed very efficiently.
If I join, can I also get access to datasets from previous editions?	No, except you form a co-author team with someone who has access.
Can I get access to the global dataset without becoming a Country Delegate?	No, except you form a co-author team with someone who has access.
Can I use the GUESSS survey to build my own survey?	No, the GUESSS survey is confidential and can only be used within GUESSS.
In my country, there was already a country delegate in the 2023 GUESSS edition. So I cannot become country delegate?	Please check with the GUESSS CEO whether the 2023 country delegate will also join for the 2025 edition.
Why is there a fee of EUR 1'000?	Organizing GUESSS leads to very significant costs. Compared to other research projects, the fee is rather low. Value for money is high.

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