

TOWARDS THE ENTREPRENEURIAL UNIVERSITY

Mehdi Tajpour, University of Tehran

Entrepreneurship is a combination of social, political, economic and cultural elements in a region that supports the development and growth of investments based on creativity and innovation (Tajpour et al., 2018; Tajpour et al., 2021). Entrepreneurship is also a phenomenon that occurs in different environments and settings. In addition, it leads to economic growth through innovations that people have created in response to economic opportunities (Hosseini et al., 2020; Ziyae et al., 2019a). If universities do not act like the entrepreneurial university and avoid involving in creating innovation, they will disrupt national and regional development as well as international competition (Salamzadeh et al., 2021; Tajpour et al., 2015). However, the environments that have been more dynamic than before have led universities to seek answers to this dynamism in order to achieve higher success and performance (Tajpour & Hossini, 2014; Tajpour et al., 2021). Entrepreneurial university is involved as a trend in the development, evolution, and creativity of universities (Salamzadeh et al., 2020; Taucean et al., 2018). So we can say that like catalyst the entrepreneurial university facilitates entrepreneurship that leads to the identification of opportunity and creativity in universities (Centobelli et al., 2019; Khahande Karnama et al., 2017)

In addition, one of the most important methods in the development of entrepreneurial universities is the use of virtual social media for teaching and learning (Salamzadeh et al., 2019; Tajpour et al., 2019). Accordingly, researchers consider entrepreneurial universities as a social system that seeks innovation and creativity in business activities (Tajpour et al., 2020; Tajpour et al., 2018). Certainly, the entrepreneurial university is fundamental in creating fortifications and transferring scientific results to the market and, as a result, the implementation of such activities strengthens the social and economic development of the region (Tajpour et al., 2018; Ziyae et al., 2019b). Therefore, technology transfer, company formation, and regional development represent an entrepreneurial and creative-oriented university (Ratten, 2017).

Finally, it can be concluded that the entrepreneurial university impacts on the improvement of the economic and social situation of the community by changing the mentality and perception of people about innovation and creativity so as to build the process of business creation. An entrepreneurial university is also a place where new jobs are created and this center supports entrepreneurs. This helping hand includes educational, financial and marketing support. Thus, these universities are a response to the growing importance of knowledge in the national system and areas of innovation and new perception of the university.

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