

Psychophysiological Measurement Of Covert Behavior: A Guide For The Laboratory

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A framework for a teaching toolkit in entrepreneurship education

Katharina Fellnhofer

LUT School of Business and Management,
Lappeenranta University of Technology,
P.O. Box 20, 53851 Lappeenranta, Finland
Email: katharina.fellnhofer@lut.fi

Abstract: Despite mounting interest in entrepreneurship education (EE), innovative approaches such as multimedia, web-based toolkits including entrepreneurial storytelling have been largely ignored in the EE discipline. Therefore, this conceptual contribution introduces eight propositions as a fruitful basis for assessing a 'learning-through-real-multimedia-entrepreneurial-narratives' pedagogical approach. These recommendations prepare the grounds for a future, empirical investigation of this currently under-researched topic, which could be essential for multiple domains including academic, business and society.

Keywords: entrepreneurship education; entrepreneurial narratives; multimedia teaching material; entrepreneurship; entrepreneurial storytelling; pedagogical toolkit; education.

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Biographical notes: As Erwin-Schrödinger-Fellow Katharina Fellnhofer is a visiting researcher at the Lappeenranta University of Technology, Finland. She holds a PhD in Social and Economic Sciences from the University of Innsbruck, Austria. In addition, Katharina Fellnhofer is an Entrepreneur of an Austrian small and medium sized company which is engaged in interdisciplinary European research and innovation projects.

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1 Introduction

Because researchers are becoming increasingly interested in entrepreneurship education (EE) this emerging, multidisciplinary topic has been progressing with more high-quality reviews (Rasmussen, 2011; Lorz et al., 2013). While EE is recognised as a vital element for the whole economy among stakeholders (Schumpeter, 1934; Shane and Venkataraman, 2000), rising entrepreneurial awareness can act as a cornerstone in this. Copyright © The Author(s) 2017. Published by Inderscience Publishers Ltd. This is an Open Access Article distributed under the CC BY license. (<http://creativecommons.org/licenses/by/4.0/>)

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