**INTEGRATING ENTREPRENEURIAL SELF-EFFICACY INTO EDUCATION AT UNIVERSITIES**

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**ABSTRACT**

Educational institutions are urged to provide more enterprising individuals who will either act as entrepreneurs, or will be able to manage their careers and lives in an entrepreneurial way.

The purpose of this study is to address the role of teaching at universities in maximizing entrepreneurial self-efficacy in entrepreneurial competences, and to examine the possibility to maximize the likelihood of entrepreneurial behavior by enhancing entrepreneurial self-efficacy with university students. The study investigates the impact that entrepreneurial self-efficacy has on the development of entrepreneurial motivation and behavior using a sample, of 324 students of Josip Juraj Strossmayer University of Osijek, Croatia.

The results of the research indicate that students demonstrate a higher propensity for entrepreneurial behavior and a higher probability of starting their own business if they feel more self-efficient. The research has also highlighted that teaching at universities does not significantly improve the perception of entrepreneurial self-efficacy in students and that firsthand experience has a more important role in that.

An important conclusion to emerge from this research is that in order to influence entrepreneurial behavior, it is necessary to make better use of experience based learning and supplement university courses with components of informal and/or non-formal education.

Keywords: Entrepreneurship education, entrepreneurial self-efficacy, university, communities of practice

Biography:
Ljerka Sedlan Kőnig rođena je 01. veljače 1962. u Osijeku. Docent je na katedri za organizaciju i menadžment na Ekonomskom fakultetu u Osijeku, predavačica na London School of Public Relations , vlasnica i voditeljica radionica na Školi za poslovnu komunikaciju King. Glavna područja istraživanja: razvijanje poduzetničkog ponašanja, metodologija poučavanja poduzetničkog obrazovanja, vještine poslovnog pregovaranja, govorničke vještine i odnosi s javnošću te poslovna komunikacija . Ljerka Sedlan Kőnig objavila je ukupno šesnaest znanstvenih radova u časopisima i zbornicima radova, sudjelovala je na 4 znanstvena projekta te je prezentirala radove na deset znanstvenih skupova u zemlji i inozemstvu. Izdala je i četiri udžbenika na temu poslovnog dopisivanja, pregovaranja, govorenja u javnosti i poslovnog telefoniranja.