Adoption of Social Media Technologies in Academic Entrepreneurship and Its Influence on Student Entrepreneurs

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Academic institutions have started recognizing the importance of social media technologies in nurturing academic entrepreneurship. Academic leaders of university entrepreneurial ecosystem have created entrepreneurship education labs and business incubation centers to foster academic entrepreneurs by providing training in new technologies and facilitating them to utilize opportunities from social media technologies for their business startup. Despite of all these initiatives there will be slow progress in student's business startup process. This study aims to investigate the adoption of social media technologies in academic entrepreneurship and how it influences the student's entrepreneur's business startup. This study was aimed to answer two important questions 1. What are the significant issues involving in promoting social media technologies to student's business startup? 2. How do the institutional training on social media technologies will influence the student's business startup? Structured questionnaire was used collect the data from students who are pursuing bachelor and master level courses and also undergone entrepreneurship training. E-mails were sent directly to the students to record the data using convenience sampling.

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