

# ***Elements of a Conceptual Framework Aimed at Analysing the Entrepreneurial Attitudes and Behaviour within Universities***

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## **Abstract**

*The paper is aimed at introducing and describing elements of a conceptual framework for analysing the attitudes and the entrepreneurial behavior within universities. The framework is based on theories developed in the field of entrepreneurship studies, supported by practical examples from higher education literature. Stevenson's conceptualization offers the basis for introducing elements regarding the institution's strategic orientation and organizational culture. Johannisson's network approach to entrepreneurship is used for the analysis regarding the academics' attitudes and behaviour. The concept of organizing context is analysed in the university setting and it is proposed a spiral model for an entrepreneurial process.*

*Key words:* entrepreneurship studies, entrepreneur professor, entrepreneurial attitudes and behaviour, strategic orientation, entrepreneurial culture, the network approach, organizing context