University Incubation Center: Business Growth Plan, Fostering and Implementation on Enterprise Activity for QCU Students

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Abstract

The main stages of the study and analysis of the business incubation process are presented from the perspective of the students. The accepted approach and specific characteristics of the study. The references from the previous studies show their findings about the results presented about business incubation globally. Moreover, these need a deeper understanding of how countries utilize their incubation to support entrepreneur students for the development of the university and the city economics. The descriptive study investigates whether the procedure of incubation of the business process is favorable for the development of the city as well as the university. This study will help and improve the status also of the university as world-class school for entrepreneurship in line with the mission and vision of the university.

Keywords: *Entrepreneurship, Business Incubations, University Business Incubators, Quezon City University*

Introduction

Academic incubators of innovation and entrepreneurship are developed at universities to support the innovation of entrepreneurship of students. Incubators are also a supplement to the educational program in the field of activating the innovation and entrepreneurship of students. Incubators sometimes also perform functions or cooperate with a career office for students. (Prokopowicz, 2019).

Academic incubators of innovations and entrepreneurship are develop in the university. Usually university or student-run and can receive funding donations or venture capital support. They may also invest in students' projects and use the proceeds to fund new endeavors. The relationship between universities and business incubators is necessary as universities are the source of knowledge, research, resources, and today's innovation-driven centers. The affiliation or management of a business incubator program inside a university represents a great advantage for entrepreneurs, as these institutions can provide links to the industry, society, and government entities. Over the past decades, universities have been urged to become more accountable to their wider public and to contribute directly to local, regional, and national economic development by taking on a range of third-mission activities. Such activities include the incubation of start-up firms, knowledge commercialization, the development of knowledge transfer partnerships and providing entrepreneurship courses.

According to Sohail et.al. (2023). The business incubation process has proven increasingly important for startups, and there are now over 10,000 incubators globally, as well as a significant body of literature on the incubation process with an array of discussions on its interventions and outcomes. It is thus now important to synthesize the available literature on how different frameworks can shape specific outcomes of the incubation and provide a research agenda for the future (Sohail, 2023).

According to the study of (Procopowicz, 2019). the university incubation serves as the laboratory for students taking entrepreneurship courses to develop their business skills. The university incubation center or Innopad serves as the supplement for the educational program of the College of Business Administration and Accountancy - Entrepreneurship Department. The main function of the laboratory incubation center is to cater to the approved business proposals or business plans of the students before the implementation of their approved concept.

Theoretical Framework

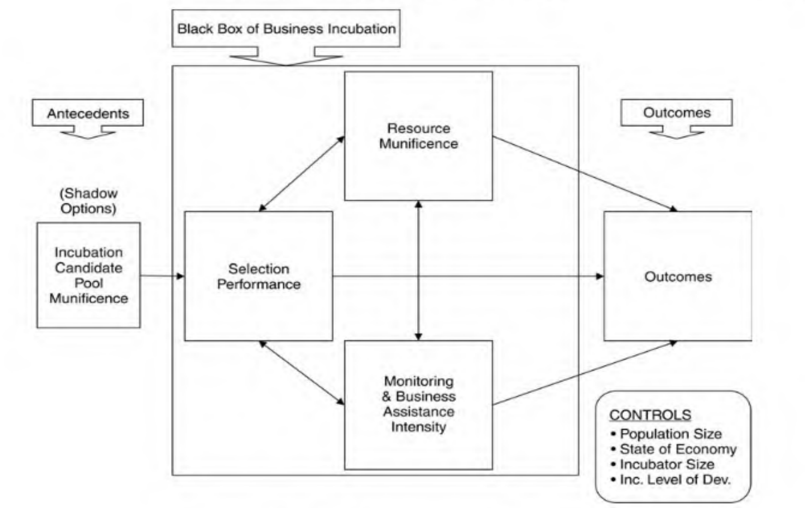

Figure 1. *A Real Option-Driven Theory of Business Incubation by Sean M. Hackett*

This section describes the logic of incubators-incubation populating a standard logic model with elements of incubation phenomena. This logic model emphasizes the fact the incubator is a means to an end, and not an end itself, and draws attention to the fundamental importance of the incubation process in predicting and explaining incubation outcomes. This above theory employs real options-theoretic reasoning to develop a theory of business incubation. This theory seeks to predict and explain how business incubators and the process of business incubation increase the likelihood that new ventures will survive the early stages of development. It conceptualizes the incubator as an entrepreneurial firm that sources and macro-manages the innovation process within emerging organizations, infusing these organizations with resources at various development stage gates while containing the cost of their potential failure. The incubator is the unit of analysis while incubation outcomes are measured in terms of incubated growth and financial performance at the time of incubator exit and provide indicators of success (Hakette et. al., 2023).

Conceptual Framework

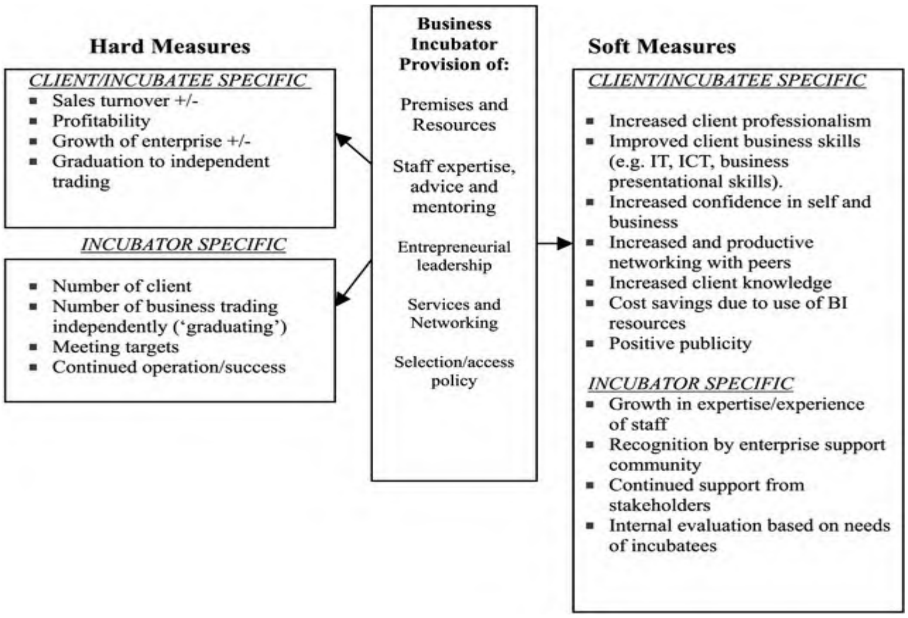

Figure 2. A Conceptual Framework Identifying the performance measures of Business Practice within business incubators by Paul Jones

The conceptualization of the practice of measuring success within such project in statistical terms or "hard measure", such as the number of incubating businesses, the value of sales, etc. As presented in Figure 2, within the framework, the business incubator appears in the center. Its key functions are identified therein. Figure 2 proposes the business incubator must demonstrate a positive impact upon incubating enterprises, on their practices in terms of developing their customer base, and increasing productivity and turnover. In parallel the incubator must meet its own "hard" targets, purely objective, as agreed with key stakeholders. However, it is apparent from this research and other literature that business incubators create other outputs, designated "outcomes" in addition to profit and cost improvements, which we shall classify as "soft measures which are more difficult to ascertain and measure but exist. This is highly significant as Hackett and Dilts (2004) have identified five distinct outcomes for incubating businesses, including viewing operating but stagnant businesses as failures "ZombieBusiness" rather than success, and early closure of nonviable business as success not failure (no great losses incurred). When applying purely "hard" business measures in these cases the picture looks quite different in the assessment of the influence of business incubation practices on this enterprise no real benefit would be ascertained. However, in reality, even practices in this categories of client/incubators benefit from the exposure to the business incubator using the "soft" metric. These soft measures are particularly relevant in the development of personal skills (Voisey et.al., 2006)

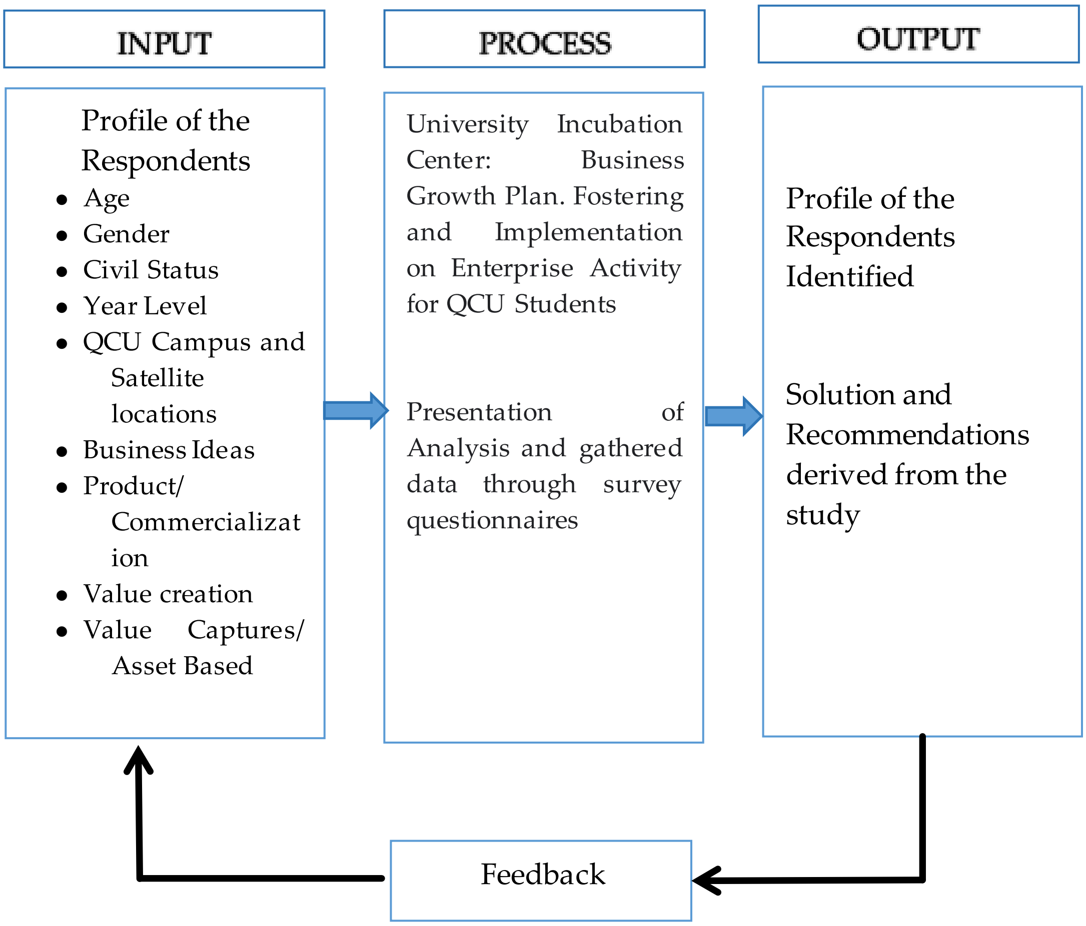

Figure 3: Research Paradigm of the Study

Figure 3. Represent the flow of the study. The input frame comprises the profile of the respondents and the main variables of the study such as Business ideas, Product / Commercialization, Value creation, and Value capture/ Asset Based. The process frame comprises the survey questionnaire as a tool for the respondents' evaluations of variables identified in the input frame. While the output frame represents the outcomes and solutions derived from the process frame.

Statement of the Problem

The study aims to determine the role of the University Business Incubation Center in promoting the business plan implementation of BS entrepreneurship students of Quezon City University.

Specifically wants to answer the following problems:

1. Profile of the respondents in terms of:
   i. Age
   ii. Gender
   iii. Civil Status
   iv. Year Level
   v. QCU Campus and Satellite location

2. How do the respondents assess the following variables in terms of:
    i. Business Ideas
    ii. Product / Commercialization
    iii. Value Creation
    iv. Value Captured / asset-based
3. Is there a significant difference in the respondents' assessments of the above-mentioned aspects?
4. Based on the results of the findings, what enhancement, improvement, and recommendations can be derived and to be instituted for the entrepreneurship department?

Hypothesis

Tested at a 0.05 level of significance, the hypothesis of the study is: There was no significant difference in the respondent's assessment of the University Incubation Center: Business Growth Plan. Fostering and Implementation of Enterprise Activity for QCU Students

Scope and Limitations of the study

The study was limited only to the University Incubation Center: Business Growth Plan. Fostering and Implementation on Enterprise Activity for QCU Students. This study used a self-made questionnaire by the researcher. The research was conducted during the first and second quarter of the year covering the 3rd Year and 4th Year students for the Entrepreneurship department for Academic Year 2023-2024 of Quezon City University under the College of Business Administration and Accountancy. the participants were limited only to 3rd-year and 4th Year students from San Bartolome main campus of QCU and the Satellite campuses which are Batasan and San Francisco.

The research was conducted to evaluate and understand the University Incubation Center: Business Growth Plan. Fostering and Implementation on Enterprise Activity for QCU Students. This study is limited to the analysis of data derived from furnished questionnaires and opinions to further clarify the subject matter. The gathered data of this research were derived from primary and secondary sources. The primary sources of information for this research were taken from the survey questionnaires which were accomplished by the respondents of this study. On the other hand, the secondary sources of data came from published articles, journals, theses, dissertations, and related studies of the University Incubation Center: Business Growth Plan.

The researcher only focused on the University Incubation Center: Business Growth Plan. Fostering and Implementation on Enterprise Activity for QCU Students. In this study, the questionnaires were used to collect quantitative data, which were presented utilizing tabular presentation and illustration, and the differences were highlighted.

Methodology

The study used a descriptive research design. The factors to be used to assess the respondents' evaluation in the University Incubation Center: Business Growth Plan. Fostering and Implementation on Enterprise Activity for QCU Students through the following variables: business ideas, product /commercialization, value creation, value captured/asset-based.

The study used a questionnaire to gather original data. The instrument was made based on the related literature gathered from the sources. The independent variables were included in the survey instrument, presenting the opportunity to determine any differences in the subject groups in a pragmatic and statistically appropriate manner. (Creswell, 2005). The instrument consisted of three parts using Likert-type, a five-point scale questions. Likert-type scale questions were selected due to tested, broad used in conducting research (Cooper and Schindler, 2006).

The researcher developed the questionnaire. About the data gathering, the researchers sought the assistance of all the entrepreneurship faculty, friends and graduate school classmates and explained the objectives of the study to meet the exact required respondents. For seven (7) days, the survey questionnaire was already sent via email and messenger and personally handover to the respondents and another five (5) days were allotted for the retrieval of the questionnaires. The respondent answered on the instruments provided willfully. The results of the gathered data from the survey instrument were tabulated according to the frequency of items assessed by the respondents. After the tabulation of data, results were interpreted using various statistical tools. A method of follow-up was adopted to ensure the 100% retrieval of the questionnaires from the respondents.

Results and Discussion

Out of 960 respondents in the study, the highest frequency of 575 or 59.9% came from the respondents age 19-21 years old and the lowest frequency of 1 or 0.2 came from the ages 16-18 years old respondents. Among this, 717 or 74.7% are female respondents, and 202 or 21% are male respondents while LGBTQ+ got only 41 or 4.3% who participated in the survey. 951 or 99.1% represented by single respondents while solo parents got the lowest frequency of 1 or 0.1% of the survey. 458 or 51.9% represented by 4th year respondents while 462 or 48.1% represented by 3rd year respondents out of 960 participants. 473 or 49.3% came from San Bartolome main campus, and 376, or 39.2% represented by San Francisco Satellite campus while 111, or 11.6% came from the Batasan Satellite campus participated in the survey.

Table 1.
Frequency and Percentage according to Gender

Age	**f**	**%**
Male	202	21
Female	717	74.7
LGBTQ + A	41	4.3
Total	960	100.0

Table 2
Frequency and Percentage according to Age

Age	**f**	**%**
16 - 18 Years Old	1	0.2
19 -21 Years Old	575	59.9
22 - 24 Years Old	345	35.9
25 - 27 Years Old	22	2.3
28 - 30 Years Old	9	0.9
31 and Above	8	0.8
Total	960	100.0

Table 3
Frequency and Percentage according to Civil Status

Civil Status	f	%
Single	951	99.1
Married	6	0.6
Widowed	2	0.2
Solo Parent	1	0.1
Total	960	100.0

Table 4
Frequency and Percentage according to Year Level

Year Level	f	%
4th Year Level	498	51.9
3rd Year Level	462	48.1
Total	960	100.0

Table 5
Frequency and Percentage according to QCU Campus

Campuses	f	%
Batasan	111	11.6
San Bartolome	473	49.3
San Francisco	376	39.2
Total	960	100.0

Assessment on how the respondents assess the University Incubation Center: Business Growth Plan, Fostering and Implementation on Enterprise Activity for QCU Students

The respondents' assessment of the Business ideas as to the statement with an overall score of 4.27 and "verbal interpretation" of agree as rated by the respondents for the study University Incubation Center: Business Growth Plan. Fostering and Implementation on Enterprise Activity for QCU Students. The statement Set up a business bank account and taught to carefully analyze the cash saving deposits among the "highest grand mean" of 4.43 and "verbal interpretation of strongly agree", while the statement Was able to register web domains and trademarks for business implementation is the lowest score of 4.13 with the verbal interpretation of agree as rated of respondents during the survey.

The variables product commercialization got the "grand mean" of 4.23 with verbal interpretation of agree as rated by the respondents during the survey. And the statement: Identified product improvement opportunities through feedback got the highest grand mean of 4.36 as assess by the respondents while the statement: Implemented the quality assessment, improvement methods applying the FMEA or Failure Mode Effect Analysis is the "lowest grand mean" of 4.11, with verbal interpretation of agree.

The variables Value Creation got the grand mean of 4.26 and with verbal interpretation of agree as rated by the respondents. While the sub variables Communicated well with the target customer among the highest grand mean of 4.37 with verbal interpretation of agree as rated by the respondents and the statement Were Establish solution change to the market, to the environment and the to the culture got the lowest rating of 4.10 and verbal interpretation of agree.

For the variables value captured/ asset based got the grand mean of 4.24 and verbal interpretation of agree. On the statement: Capturing value through product innovation got the highest rating of 4.33 while the statement: Retained some percentage of the value provided in transaction for every product with a rating of 4.13 with verbal interpretation of agree respectively.

Table 6
Summary of Weighted mean and Verbal Interpretation of the University Incubation Center: Business Growth Plan, Fostering and Implementation of Enterprise Activity for QCY Students according to the variables

Variables	Weighted Mean	Verbal Interpretation
Business Ideas	4.27	Agree
Product Commercialization	4.23	Agree
Value Creation	4.26	Agree
Value Captured / Asset Based	4.24	Agree
Grand Mean	4.25	Agree

Significance difference in the respondents' assessment of the University Incubation Center: Business Growth Plan, Fostering and Implementation on Enterprise Activity for QCU Students when grouped according to their profile

When group according to their profile variables as to business ideas the, f-value of 728.157 with p-value .000, all indicators are rated "significant" on the level of significance of (p<0.05) this implies that the respondents significantly dependent of their profile variables as identified. When grouped according to their profile as to the product commercialization with an f-value of 706.338 and a p-value of .000. all indicators are rated "significant" on the level of significance of (p<0.05). this implies that the respondents are significantly dependent on their profile variables as identified. When grouped according to their profile variables as to value creation with an f-value of 688.799 and p-value of .000. all indicators are rated "significant" on the level of significance of (p<0.05). this implies that the respondents are significantly dependent on their profile variables as identified. When grouped according to their variables as to value captured / assets based with an f-value of 670.626 and a p-value of .000. all indicators are rated "significant" on the level of significance of (p<0.05). this implies that the respondents are significantly dependent on their profile variables as identified.

Table 7
Summary of Significant difference of the Respondents' assessment of the University Incubation Center: Business Growth Plan, Fostering and Implementation on Enterprise Activity for QCU students according to the variables

Variables	F-Value	P-Value	Decision	Remarks
Business Ideas	728.157	.000	Reject Ho	Significant
Product Commercialization	706.338	.000	Reject Ho	Significant
Value Creation	688.799	.000	Reject Ho	Significant
Value Captured / Asset Based	670.626	.000	Reject Ho	Significant

Conclusions

Profile of the Respondents

It can be concluded that the profile of the respondents can be influence the results of the survey as presented in the previous table female respondents dominated because out of 960 respondents 717 was female. Therefore, results influences base on their perspective on the study about incubation center. And as we observed in the society today many of them will already build their names in the business industry considering that the male version is dominated by the population when it comes to business leadership. The adaptability of women's engagement in business had a big impact on the business society. The entrepreneurship program under the CBAA through its benchmark practice in implementing the business ideas of the learners thru their concept proposals. After a series of presentations to the panel of experts, when the proposal was approved the students may now allowed to operate and practice their concept through their business venture. These benchmark programs of the university will attract a community of learners to take the course because of its vision and mission to create and develop future business owners. That’s why the role of a business incubation center in the university will help the students develop their skills and become potential business owners in the future after graduation.

The results of the survey also show that the incubation center is really important as part of the requirement facilities for the university under the College of Business Administration and Accountancy- Entrepreneurship Department. These incubation center facilities will help the students to practice and develop their business skills and become ready for the future.

The primary role of the business incubation center is to examine the business concept proposal submitted by the students. After a thorough validation of the proposal, a decision was made by the panel of experts if the proposal was approved and accepted.

As the results presented it is observed that the importance of business incubators is a big part of the students’ development. These facilities will cater to the ideas and concepts of the students before its implementation. Many start-up ventures today for SMEs we’ve seen that they come from business ideas and concepts. The future will also rely on the young generation as their business ideas will push through based on their concept and engagement in their work.

Finally, it is observed that based on the hypothesis of the study the results were significant based on the assessment of the respondents. Therefore, it is believed that providing a good and nurturing environment for the students will give them a venue to express and show their skills. This observation is based on the results of the survey from the respondents. The university business incubator plays a vital role in the entrepreneurship ecosystem and plays a significant role in the lives of the students during their stay at the university. The findings also contributed to a better understanding of why the university needs to provide facilities to help the students develop their knowledge and skills.

The facilities must be designed according to their needs based on their degree program as identified. The entrepreneurship department doesn’t have the facilities to facilitate the approved concept of the students. Available facilities do not fit the needs of the approved concept by the students, therefore, the university must provide facilities to cater to the needs of the students.

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Conflict of Interest:
The authors declare no conflict of interest

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Ethical Statement:
This research adheres to the highest ethical standards, ensuring the confidentiality, privacy, and voluntary participation of all participants. Informed consent was obtained and the data collected was handled with utmost integrity and used solely for this research, with efforts made to protect the anonymity of participants.