

**Title:**

Entrepreneurship as a Social Mobility and Inclusion Strategy

Acronym:

EntrepTrainingSocial

Project leader:

Miguel Ferreira

Host organisation:

Nova School of Business and Economics

Main purpose of the project:

Our project will conduct an experimental evaluation of an accelerated management training program targeting small businesses in retail and manufacturing in Portugal. The program will include both training in cognitive skills and inspirational talks to lift non-cognitive behavioral barriers that may be hampering firm performance.

Design/methodology/approach:

The experimental sample will include 200 firms. Half will be randomly selected to receive training (treated group), while the other half will receive training later (control group). We will track the investment policy, financial policy, and performance of treated and control groups over several years using survey and administrative data.

Potential results:

We expect that the management training will improve business practices and knowledge, which will act as mechanisms to improve performance indicators, such as the scale of operations, investment, job creation, and profitability. We also expect that non-cognitive training will be complementary to the cognitive skills training in improving performance.

Social relevance of the research:

Our project will provide insights to policy makers to design policies and training programs that can improve the prospects of small businesses, and hence job creation, social mobility, and inclusion. This training program can be a cost-effective strategy to promote sustainable development that is worthy of large-scale replication.

Originality/value of the project:

We will focus on business managers without a college degree, who are most likely to benefit from the training. We will also examine the relative importance of the cognitive versus non-cognitive skill mechanisms in small business growth.