



When life gets in the way of learning: How do Micro Enterprises want to learn?

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Aims

- To evaluate the external and internal influences including self-concept(s), perceived or real barriers that impact on an individual's learning decision
- To examine the learning needs of Micro Enterprises and how they desire to engage with educators to learn marketing skills
- To critically evaluate whether educators can deliver marketing skills to Micro Enterprises to meet their needs and desires more effectively in the future

Conceptual model

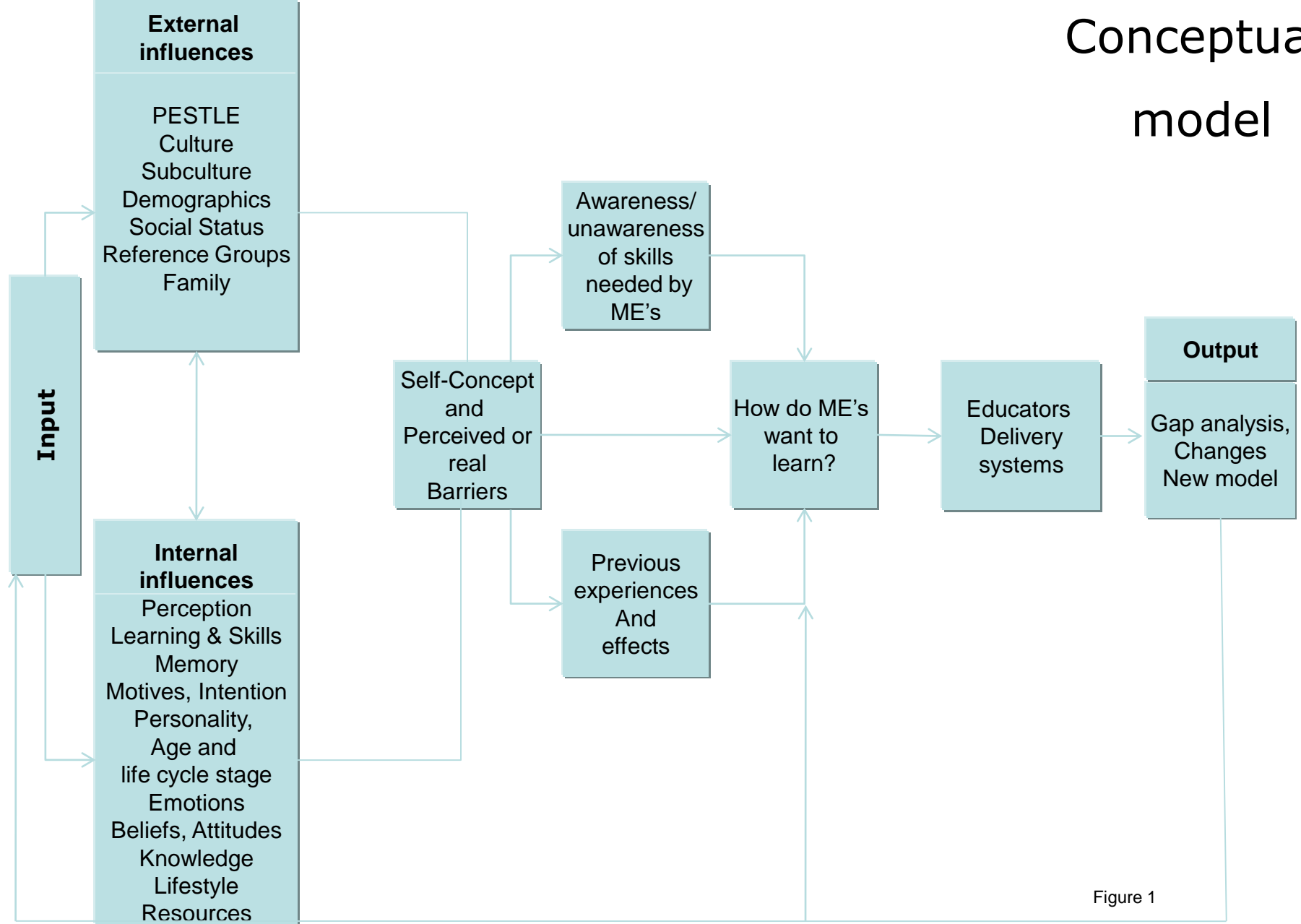


Figure 1

Methods

- **Quantitative primary research** survey with 200 randomly selected Micro Enterprises in Hampshire, UK across all sectors. Opt in questionnaire, e-mail or post.
- **Qualitative primary research** using a naturalistic approach with a random selection of 20 Micro Enterprises from the quantitative survey. Personal one-to-one interviews.

Implications

- Gaps in knowledge revolve around how educators could better interact with Micro Enterprises
- Learning needs to be meaningful and productive to Micro Enterprises
- Educators are not fulfilling their customers' needs
- These needs must be met if the UK economy is to be successful in a global economy
- This work could be valuable to all educators who have contact with this sector