

The Regional Center for Business Quality of the University Center of the Valleys: Transiting to an Entrepreneurial University

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Abstract : The study object of this chapter analyzes the case of the Centro Regional para la Calidad Empresarial (CreCE) starting from an analysis of the theoretical discussion about the universities as actors of the development and generation of enterprises. As well as the promotion of the entrepreneurial culture that they carry out in their environment of influence as part of the linkage and extension actions that have as one of their substantive functions, in addition to teaching and research. The objective is to know the theoretical discussion and the state of art about the entrepreneurial universities from the institutional theory of Douglas North, carrying out a theoretical analysis of the formal and informal factors from the universities linking the specific case of the CReCE. A literature review was carried out in the main journals in the topic of entrepreneurship, about the factors that influence the creation and development of entrepreneurial universities, complementing research in the study of a particular case, CreCE, and how this affects in the transformation of the CUVALLES(Centro Universitario de los Valles) in its way towards an entrepreneurial university.

Keywords : entrepreneurial university, institutional theory, university, entrepreneurial universities

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