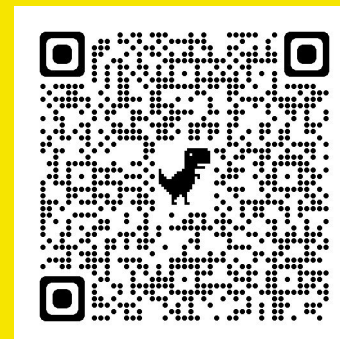


Original Research : The Contribution of FLIGBY to the Entrepreneurial Learning Outcomes

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'D1' -ranked Journal <https://doi.org/10.1007/s10758-024-09729-2>

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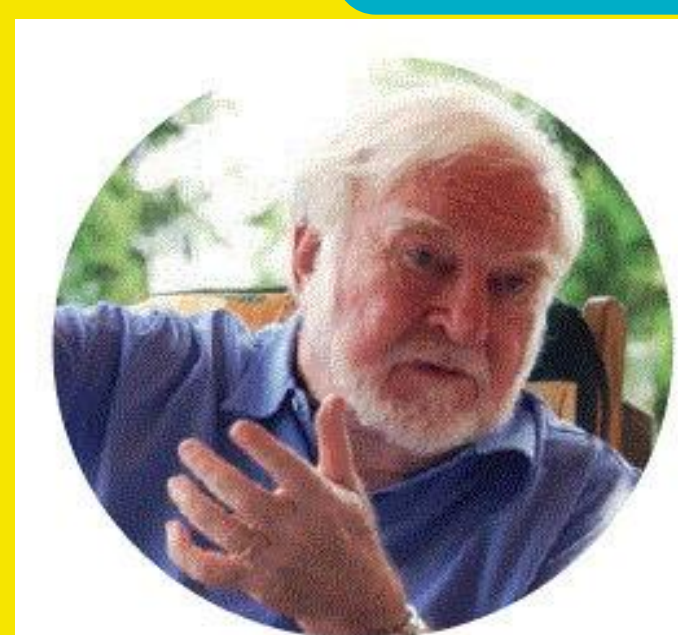


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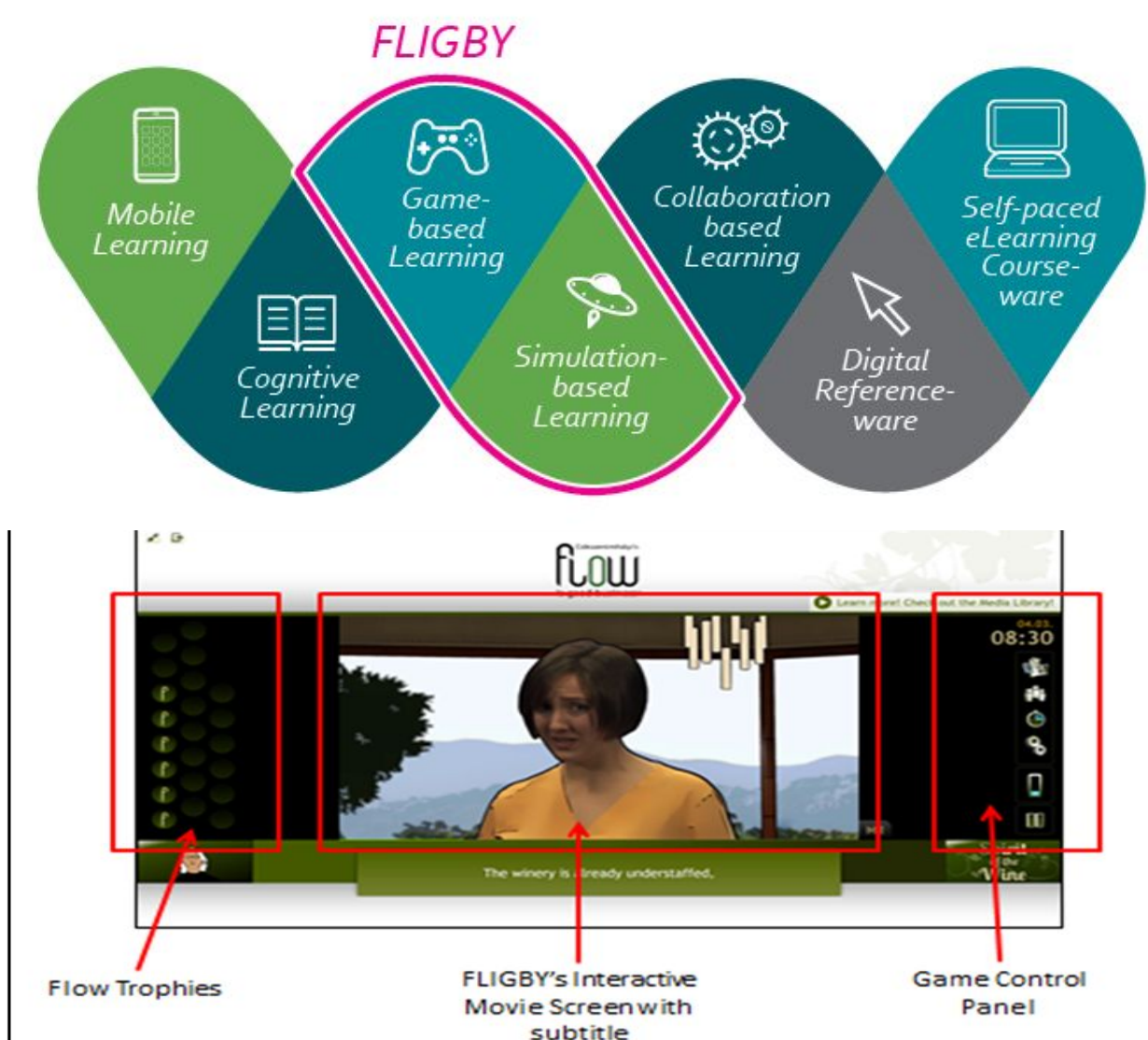
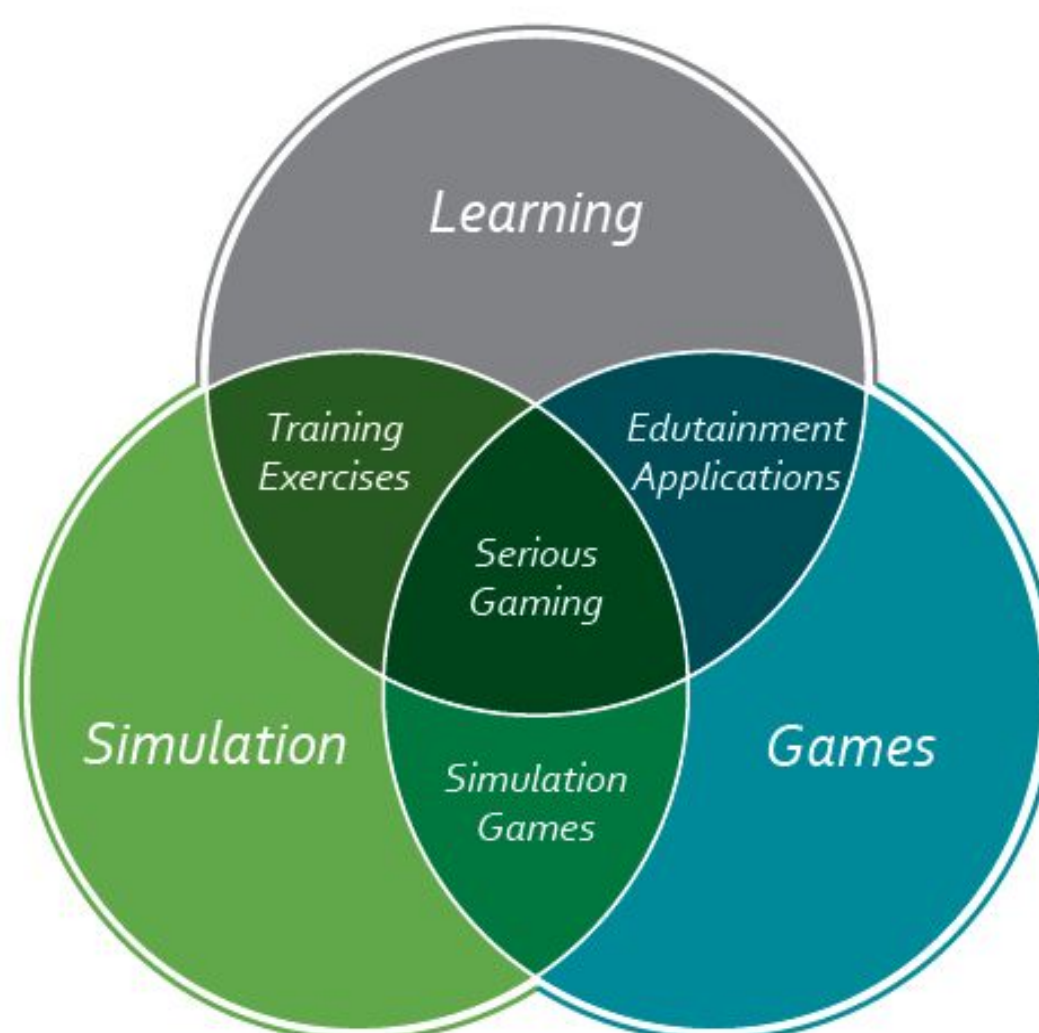
I) Q: What is FLIGBY?



Flow was discovered by **Prof. Mihaly Csikszentmihalyi**. Founder of Positive Psychology, Happiness Studies, a Creativity Guru.

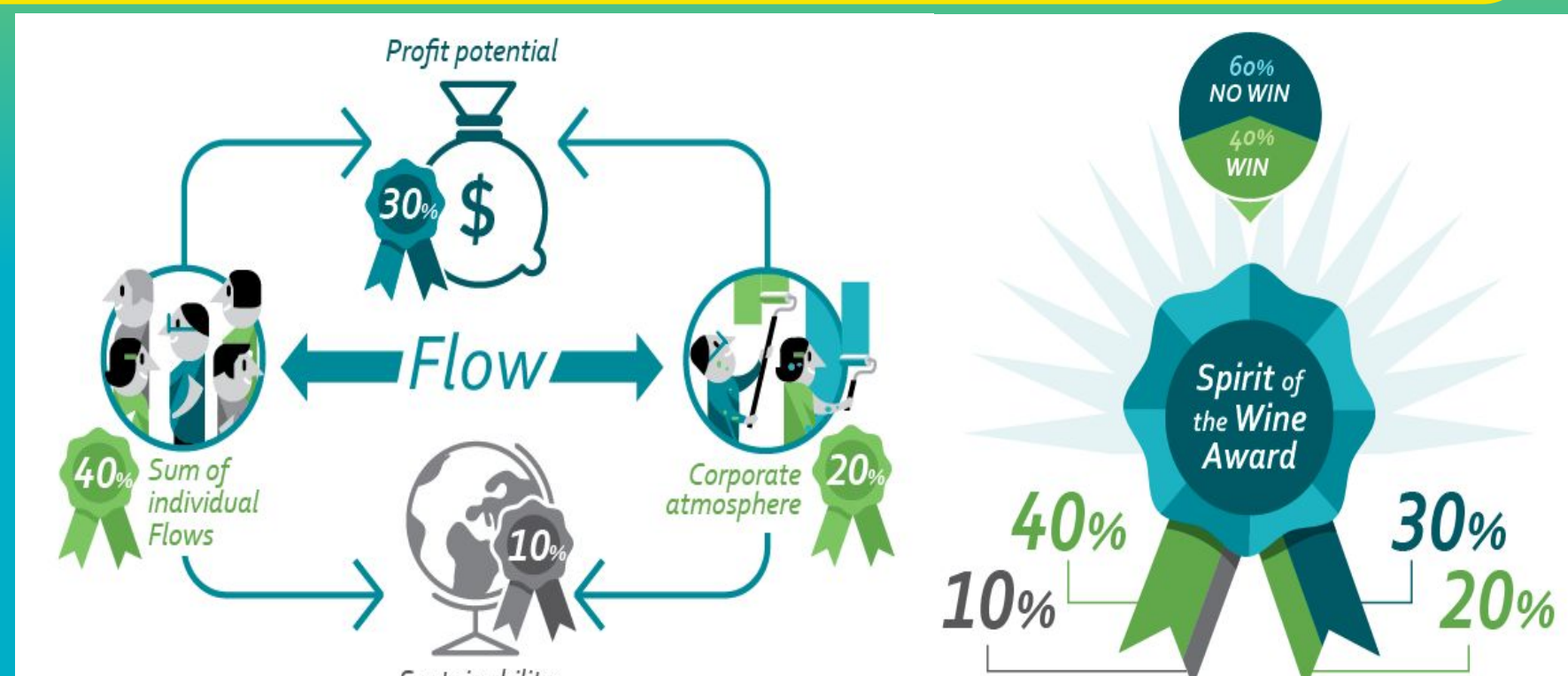
He is also the **Creator of FLIGBY**, Author of several global best-selling books, a plethora of scientific publications. **Colleague & Friend**.

FLOW
IS
GOOD
BUSINESS for
YOU

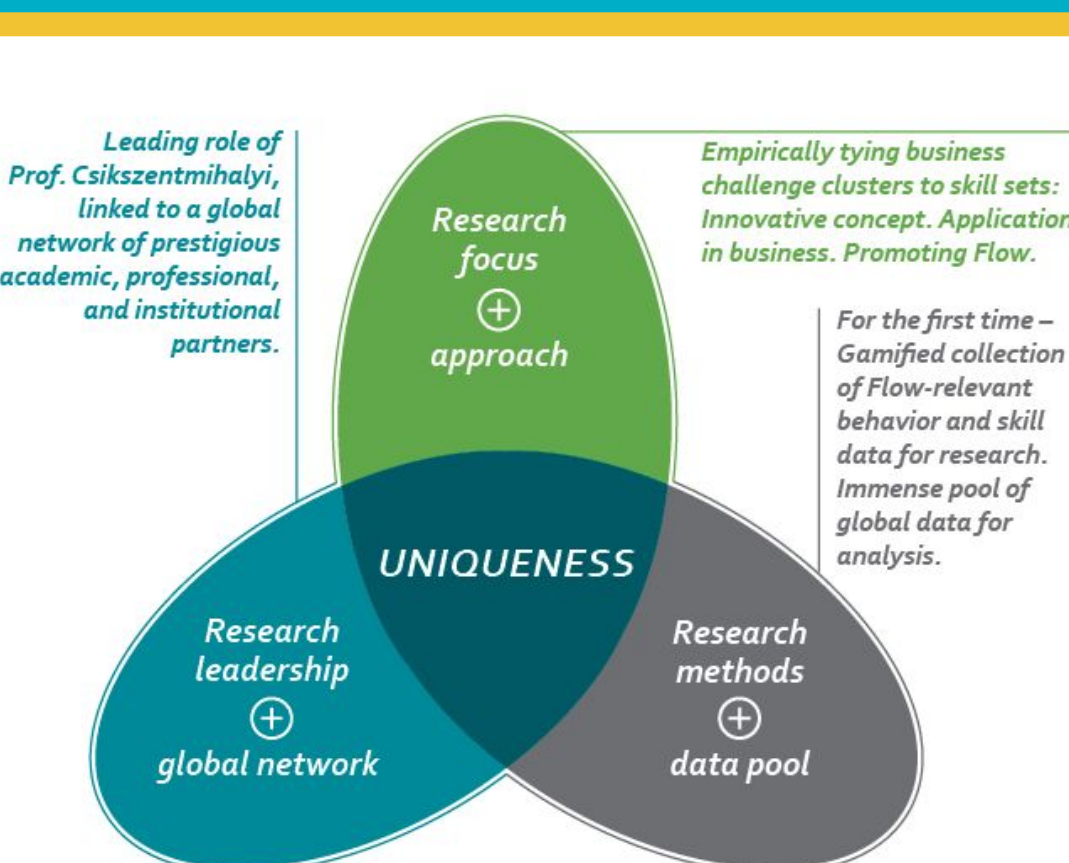


II) Q: How is FLIGBY related to Entrepreneurial Learning?

FLIGBY Serious Game trains 'Flow-Leadership Practice' + Enhances 29 Leadership Skills + Builds on the 'Good Business' Values.



III) Q: What are the Scientific Results of our Research?



FLIGBY serious game promotes the development of management, leadership, and entrepreneurial skills among students when incorporated into the pedagogical methodology of an entrepreneurship course in the areas of engineering and business sciences over the past five academic years. Two distinct groups of students were created who had access to the FLIGBY pilot, while students from other courses served as a control group to evaluate the effectiveness of introducing FLIGBY. The FLIGBY pilot students had the opportunity to test their knowledge through 23 scenarios that presented them with various challenges in leadership, team management, setting priorities for action, and strategic management of a family-owned SME company. This study also offers original contributions by considering a randomized pretest-posttest control group.

In the practical dimension, the results are relevant for higher education institutions to use serious games in general, and FLIGBY in particular, in the construction of an entrepreneurship course. The benefits obtained in terms of the development of skills, and

the reduction of barriers that inhibit entrepreneurial activity are fundamental for an entrepreneurship course to assume a greater focus on student learning and practical experimentation.

The results obtained highlight the benefits of incorporating FLIGBY for the development of entrepreneurial skills and for reducing the impact of entrepreneurial barriers.

IV) Q: Key Takeaways for Leadership Training & Management Education?

1. FLOW is a type of happiness when being active: creates the experience and a meaning in life.
2. FLOW is not 'mystic'. FLOW can be measured & reproduced on scientific basis.
3. FLOW is in human creativity + entrepreneurship, leads to top performance, productivity, innovations.
4. FLOW creates 'Psychological Capital', needed for personal & team success & org'l growth.



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May the FLOW be with you! Zoltan A Flow legyen Veled, Zoltán!

