



# CASE study

## Research Study — GoVenture Fosters Enterprise Potential In Youth

This article summarizes the findings of a research study conducted in 2023 by **Yesmine Dhibi** with youth in Tunisia.

### Research Objective

- The research sought to evaluate the effectiveness of a business simulation game in fostering **enterprise potential** among youth.
- Specifically tested were attitudes toward **leadership, achievement, and personal control**.
- **GoVenture Entrepreneur** was chosen for this study. The makers of GoVenture did not participate and were unaware of the research being conducted.

### Methodology

- Sample consisted of **29 youth** enrolled in a governmental club in the town of Hammamet, Tunisia. The club offers various activities, such as theatre, table tennis, football, logical thinking games, plastic art, and more.
- The sample was 17 girls and 12 boys aged between 13-15 years.
- Participants were selected through a non-probability sampling method, whereby individuals were chosen based on their accessibility and/or proximity to the researcher.
- Participants briefly played the Lemonade Stand and Kiosk Businesses in **GoVenture Entrepreneur**.
- Data was collected using pre and post testing and personal interviews.

- The test used was Athayde's (2012) '**Attitude Toward Enterprise**' (ATE) Test.
- The English test was translated to Arabic and both versions were used in the study.

## Findings & Conclusions

- GoVenture Entrepreneur promoted attitudes toward **leadership** and **achievement**.
- Attitudes toward **personal control** were unchanged. Observation suggests that participants may expect the real world to be as challenging as the simulation with external factors beyond their control.

*The Use of a Simulation Game in the Development of  
Adolescents' Enterprise Potential*

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