

MISSOURI HIGH-GROWTH BUSINESS OWNER AND/OR DECISION MAKERS
PARTICIPATION IN CONTINUING BUSINESS EDUCATION PROGRAMS

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ABSTRACT

The primary purpose of this study was to identify motivational reasons related to participation of Missouri high-growth business owners and/or decision makers in continuing business education programs as measured by the Participation Reasons Scale (PRS) (Grotelueschen, 1985). The secondary purpose was to determine how the factors of industry, number of employees, business size, geographic location, owner and/or decision maker gender, owner and/or decision maker race, and owner and/or decision maker education explained variances in participation in continuing business education programs.

One thousand one hundred forty two business owners and/or decision makers completed a web-based survey to identify motivations for participation, based on the Participation Reason Scale (Grotelueschen, 1985). Various statistical analyses, including a factor analysis were conducted to glean the factors associated with motivations for participation.

Variables which showed significance statistical predictor ability for both continuing business education programs as well as UMEBDP programs were those related to region and customer performance. Variables found to be significantly related to participation in continuing education programs were education level, NAICS code of construction and retail, region, and quality improvement, while the variables found to be significantly related to participation in UMEBDP were age, NAICS code of construction, and region.