



## "A rede social": uma análise fílmica do comportamento empreendedor em estudantes universitários [

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text (article)

Analítica

The current research has as theme the university entrepreneurship, whose main objective is to analyze the characteristics of the university entrepreneurial behavior in the main characters of the movie "Social Network". For this, the following specific objectives were established: Identify the main entrepreneurial characteristics present in the main characters of the movie "Social Network"; Trace the entrepreneurial profile of the characters; Compare the entrepreneurial profiles of the main characters from the perspective of the university entrepreneur's profile characteristics. The technique of data analysis followed the narrative of the film, observing the behavior of each character, identifying the characteristics of university entrepreneurship found throughout the theoretical referential and classifying each character according to the profile characteristics of the university entrepreneur. Between the two analyzed characters, one of them presented all the proposed entrepreneurial characteristics in a significant way, and the other one presented only some of them and in a less expressive way, demonstrating that there is no behavior pattern in university entrepreneurship, and that there may be different entrepreneurial profiles depending on the attitude of the entrepreneur

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