

1. Record Nr.	UNINA9910634031503321
Autore	Gupta V (Varun)
Titolo	Innovation Mechanisms in Start-ups : Practice, Strategies and Impacts / / by Varun Gupta
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	9783031197413 3031197410
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (190 pages)
Collana	Innovation, Technology, and Knowledge Management, , 2197-5701
Disciplina	658.15224 658.11
Soggetti	Technological innovations New business enterprises Venture capital Industrial organization Innovation and Technology Management Start-Ups and Venture Capital Industrial Organization Economics of Innovation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Part 1: Innovations in Collaborations -- Strategic Alliances with University Libraries -- Freelancer Supported Innovation in Startups -- Strategic Alliances with Peer Startups -- Part 2: Technology Adoptions -- Technological Support for Business Model Innovation -- Customer Feedback Acquisition Technologies for fostering Innovation -- Part 3: Questioning established norms and practices -- Integrating Ideation and Hackathons for Business Model Innovation: 360 Degree Approach -- Global Market Research for Value Proposition Innovation Amid Pandemics -- Sustained Business Growth in Startups during pandemic: Competency-Industry Relatedness (C-IR) Framework -- Discussion, Conclusion & Strategic Directions.
Sommario/riassunto	Innovation Mechanisms in Start-ups: Practice, Strategies and Impacts serves as a practical resource for startups looking for innovating their

business models in domestic and global markets. This book's main objective is to describe the innovative business practices adopted by startups during the pandemic, with a special emphasis on value proposition innovation and business model innovation more generally. In order to promote open innovation, this book emphasizes the value of strategic alliances with academic libraries, peer startups, and freelancers. Additionally, using actual startup case studies, it was shown how important technological innovation is for gathering feedback, prototyping, and conducting both secondary as well as primary market research. Startups can utilize the technology evaluation and adoption frameworks as a useful reference when choosing a technology to embrace strategically. The need of regularly experimenting with new approaches, learning from mistakes, and enhancing current processes is also emphasized in this book. The ability to dispel falsehoods, capitalize on technological advancements, and form strategic alliances will be essential for innovation even in times of pandemic. This book links theoretical insights with practical experiences of startups amid the pandemic. With a perfect balance of empirical research and assessment study types, this book is a source of quick knowledge for entrepreneurs, academics and researchers on how to enhance a company's innovative capacities and success rates. The BMI-Pandemic 2.15 model, which is an expanded version of the Odyssey 3.14 model, is presented in this book which highlight 15 guidelines to follow in order to innovate business models in pandemics. This book is suitable for Entrepreneurs, Academician, Researcher and Technologists.

---