

1. Record Nr.	UNINA9910751387803321
Autore	Patnaik Srikanta
Titolo	Global Trends in Technology Startup Project Development and Management : From Innovation to Startup Creation
Pubbl/distr/stampa	Cham : , : Springer International Publishing AG, , 2023 ©2023
ISBN	3-031-40324-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (216 pages)
Collana	Innovation, Technology, and Knowledge Management Series
Altri autori (Persone)	PallottaVincenzo TajeddiniKayhan
Disciplina	658.11
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Series Foreword -- Editorial -- Contents -- Chapter 1: From Technological Innovation to Innovative Business Model Design -- 1.1 Introduction -- 1.2 Technological Innovations and their Classification -- 1.3 From Technology to Value Propositions -- 1.3.1 "Jobs to be Done" Thinking -- 1.4 From Value Propositions to Business Models -- 1.4.1 Designing the Business Model -- 1.5 Types of Business Models -- 1.6 When Do Business Models Become Disruptive? -- 1.7 Why Can't Incumbent Firms Respond to New-Age Business Models? -- 1.8 Implications for Managers and Entrepreneurs -- References -- Chapter 2: Open Innovation and International Entrepreneurship Ecosystem -- 2.1 Innovation -- 2.1.1 Defining Innovation -- 2.1.2 Historical Developments and Literature Review -- 2.1.3 Research Gaps -- 2.1.4 Objectives of the Study -- 2.2 Open Innovation -- 2.3 International Entrepreneurship Ecosystem -- 2.4 Connecting Open Innovation and International Entrepreneurship Ecosystem -- 2.5 Outcome and Observations -- References -- Chapter 3: Tech Innovation and New Age Business Models -- 3.1 Technology Innovation and Transformation -- 3.1.1 Digital Innovation -- 3.1.2 Digital Disruption -- 3.1.3 Digital Transformation -- 3.2 New Age Business Models -- 3.3 Cloud-Based Business Model -- 3.3.1 Cloud Computing -- 3.3.2 Cloud Business Model Innovations -- 3.3.2.1 Cloud-Sourcing Model -- 3.3.2.2 Service-Based Model -- 3.3.3 Challenges -- 3.4

Platform-Based Business Model -- 3.4.1 Technological Platforms --  
3.4.2 Platform-Based Business Model Innovations -- 3.4.3 Challenges  
-- 3.5 Decentralized Business Model -- 3.5.1 Blockchain Technology  
-- 3.5.2 Blockchain-Based Business Model Innovations -- 3.5.2.1  
Decentralized Finance (DeFi) -- 3.5.2.2 Non-fungible Tokens -- 3.5.3  
Challenges -- 3.6 Conclusion -- References.  
Chapter 4: Enhancing the Commercialization of University Research --  
4.1 Introduction -- 4.2 Importance of Commercializing University  
Research -- 4.3 Historical Perspective -- 4.4 Evidence of Poor Success  
Rates -- 4.5 The Context in Which Technology Commercialization  
Occurs -- 4.6 Improving the Technology Commercialization Process --  
4.6.1 Stages of the Traditional Technology Commercialization Process  
-- 4.6.2 Disclosure -- 4.6.3 Evaluation -- 4.6.4 Business Plan -- 4.6.5  
Implementation/License -- 4.7 Changing Nature of Research  
Commercialization: New Technologies and Business Models -- 4.8  
Opportunities to Enhance the Success Rate of University Research  
Commercialization -- 4.9 Opportunities for Improvement (Removing  
Causes of Failure) -- 4.10 Our Contributions (TechConnect and Venture  
Start) -- 4.11 Conclusions -- References -- Chapter 5: Mapping  
Information Systems Flexibility with Organization's Manufacturing  
Strategy -- 5.1 Introduction -- 5.2 Literature Review -- 5.2.1 Review  
of Literature on Organizational and Manufacturing Strategy -- 5.2.2  
Review of Literature on Information Systems Flexibility -- 5.3  
Theoretical Framework and Hypothesis Development -- 5.3.1  
Modularity or Distributed Systems (ISF1) -- 5.3.2 IS Integration (ISF2)  
-- 5.3.3 IS Interoperability (ISF3) -- 5.3.4 Loose Coupling (ISF4) --  
5.3.5 Connectivity (ISF5) -- 5.3.6 Compatibility (ISF6) -- 5.3.7  
Scalability (ISF7) -- 5.3.8 Continuity (ISF8) -- 5.3.9 Rapidity (ISF9) --  
5.3.10 Facility (ISF10) -- 5.3.11 Modernity (ISF11) -- 5.3.12 IT  
Personnel Competency (ISF12) -- 5.3.13 Reconfigurability (ISF13) --  
5.4 Empirical Investigation of the Developed Theoretical Framework --  
5.4.1 Process of Data Collection -- 5.4.2 Psychometric Measurement  
of Scale -- 5.4.3 Data Analysis and Results -- 5.4.4 Cluster Analysis  
Using k-Means Clustering Algorithm -- 5.4.5 Independent Samples T-  
Tests.  
5.4.6 Assumptions of T-Tests -- 5.4.7 Results of the T-Tests -- 5.4.8  
Discussion of Results of T-Tests -- 5.5 Managerial Implications  
and Conclusion -- 5.6 Future Scope of the Study -- References --  
Chapter 6: Role of Human Resource Management Practices and HR  
Analytics in Start-Ups -- 6.1 Introduction -- 6.2 HRM Practices  
in Start-Ups -- 6.2.1 Recruitment and Selection -- 6.2.2 Job Analysis  
-- 6.2.3 Training and Development -- 6.2.4 Compensation  
Management -- 6.2.5 Performance Appraisal -- 6.2.6 Employee  
Engagement Programs and Motivational Schemes -- 6.3 HR Analytics  
in Start-Ups -- 6.3.1 Analytics in Recruitment and Selection -- 6.3.2  
Use of Artificial Intelligence in Recruitment -- 6.3.3 Analytics  
in Training and Development -- 6.3.4 Analytics in Performance  
Appraisal -- 6.3.5 Analytics in Employee Engagement -- 6.3.6  
Analytics in Compensation Management -- 6.3.7 Analytics  
in Compliance -- 6.4 Conclusion -- References -- Chapter 7:  
Corporate Entrepreneurship and Its Effect on Business Performance:  
Evidence from Digikala -- 7.1 Introduction -- 7.2 Background -- 7.2.1  
Intrapreneurship -- 7.2.2 Social Media -- 7.3 Method -- 7.4 Findings  
-- 7.5 Conclusion -- 7.6 Implications -- References -- Chapter 8:  
Corporate Governance and Firm Performance: Evidence  
from Microfinance Institutions in Ghana -- 8.1 Introduction -- 8.1.1  
Theoretical Point of View on Corporate Governance -- 8.1.1.1  
Stakeholder Theory -- 8.1.1.2 Agency Theory -- 8.1.1.3 Stewardship

Theory -- 8.1.2 Mechanisms of Corporate Governance -- 8.1.2.1 Board Size -- 8.1.2.2 Board Composition -- 8.1.2.3 Independence of Directors -- 8.1.2.4 Ownership Structure -- 8.1.2.5 Independence of the Audit Committee -- 8.1.2.6 Board Diligence -- 8.1.2.7 Financial Expertise of Directors -- 8.1.3 An Empirical Assessment of Corporate Governance and Firm Performance -- 8.1.3.1 Performance Management.

8.1.3.2 Challenges Associated with the Effectiveness of Corporate Governance on MFIs -- 8.2 Materials and Methods -- 8.2.1 Analysis and Interpretation -- 8.3 Discussion -- 8.4 Conclusion -- 8.5 Recommendations for Future Research -- References -- Chapter 9: Exploring the Effects of Instagram and Firm Website on Corporate Performance: A Case Study of Cosmetics Firm -- 9.1 Introduction -- 9.2 Background -- 9.2.1 Social Media -- 9.2.2 Instagram -- 9.2.3 Firm Homepage Website -- 9.2.4 Firm Performance by Website and Social Media -- 9.2.5 Multi-level Marketing Firm -- 9.3 Method -- 9.4 Findings -- 9.5 Conclusion -- 9.6 Implications -- References -- Chapter 10: Social Networks, Social Media, Social Innovation and Technology for Society -- 10.1 Introduction -- 10.2 Theoretical Reference -- 10.2.1 Social Media -- 10.2.2 Innovation and Competitiveness from Social Media -- 10.3 Methodology -- 10.4 Results and Discussion -- 10.4.1 Star-Ups for Social Technology -- 10.4.2 Technology for Society -- 10.5 Conclusions -- References -- Chapter 11: Social Media Challenges Encountered by Business Ventures -- 11.1 Introduction -- 11.2 Beneficial Opportunities Provided by Social Media -- 11.3 Social Media Challenges Encountered by Business Ventures -- 11.3.1 Ineffective Social Media Strategy and Brand Authenticity -- 11.3.2 Plethora of Social Media Platforms -- 11.3.3 Content Marketing Concerns -- 11.3.4 Entrepreneurial Stress -- 11.3.5 Time Constraints -- 11.3.6 Legal Implications -- 11.3.7 Highly Skilled Labour -- 11.3.8 Reputational Risks -- 11.3.9 Inability to Maximize Social Media's Potential -- 11.3.10 Inefficient Systems to Measure Return-on-Investment -- 11.3.11 Post-purchase Engagement and Customer-to-Customer Interactions -- 11.4 Strategies for Maximizing the Potential of Social Media Platforms -- 11.5 Findings -- 11.6 Conclusion -- References.

Chapter 12: Metaverse Innovation for Start-up Creation -- 12.1 Introduction -- 12.1.1 Metaverse and Its Significance for Start-up Creation -- 12.1.2 Overview of the Metaverse and Its Current State -- 12.1.3 Metaverse and Its Potential for Innovation and Entrepreneurship -- 12.2 Opportunities and Challenges in Metaverse for Innovation and Entrepreneurship -- 12.3 Overview of the Existing Literature on Metaverse-based Start-up Creation -- 12.4 Discussion of the Theoretical Frameworks and Models -- 12.5 Case Studies on Metaverse-based Start-ups -- 12.5.1 Discussion of the Factors Contributing to Their Success or Failure -- 12.5.2 Discussion of the Implications for Policymakers, Entrepreneurs, and Investors -- 12.6 Identification of the Gaps and Limitations in the Existing Literature -- 12.7 Conclusion -- References.

---