

Topic	Critical Success Factors for Survival and Growth of Start-ups: A Cross-National Study
Type	Ph.D. thesis
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Content	The main purpose of this work is to identify key success factors for survival and growth of start-ups in India and Germany. As start-up activities are promoted by a variety of governmental inducements, it is yet to be determined how long-term economic prosperity can be achieved. The elaboration is focused on knowledge and technology based start-ups as they play a key role for economies in the context of digitization.
Scope	First, it is obligatory to determine relevant governmental inducements and how they drive the fundamental willingness to start-up innovative businesses in India. In this context, among others, academic related programs and facilities must be identified for mapping the start-up ecosystem. This will cover governmental approaches and initiatives taken for promoting start-up activities in respective nations (India and Germany) preceded by a quantitative analysis of general entrepreneurial activity in India and Germany using suitable indicators. Subsequently, general hypotheses on start-up survival and growth must be elaborated. A cross-national empirical survey among technology and knowledge based start-ups and venture capitalists in Germany and India will be realized to verify relevant factors. The research work closes by proposing governmental approaches to strengthen longstanding start-up persistence.
Literature	Basu, Rituparna (2014): Entrepreneurship education in India: A critical assessment and a proposed framework. <i>Technology Innovation Management Review</i> , 4(8). Kshetri, Nir (2011): The Indian Environment for Entrepreneurship and Small Business Development. <i>Studia Universitatis Babeş-Bolyai, Negotia</i> , 56(4). Lasch, F., Le Roy, F., & Yami, S. (2007): Critical growth factors of ICT start-ups. <i>Management decision</i> , 45(1), 62-75.

	<p>Watson, K., Hogarth-Scott, S., & Wilson, N. (1998): Small business start-ups: success factors and support implications. <i>International Journal of Entrepreneurial Behavior & Research</i>, 4(3), 217-238.</p> <p>Pena, I. (2002): Intellectual capital and business start-up success. <i>Journal of intellectual capital</i>, 3(2), 180-198.</p> <p>Pugliese, R., Bortoluzzi, G., & Zupic, I. (2016): Putting process on track: empirical research on start-ups' growth drivers. <i>Management Decision</i>, 54(7), 1633-1648.</p> <p>Wu, L. Y., Wang, C. J., Tseng, C. Y., & Wu, M. C. (2008): Founding team and start-up competitive advantage. <i>International Journal of Organizational Analysis</i>, 16(1/2), 138-151.</p> <p>Awais Ahmad Tipu, S., & Manzoor Arain, F. (2011): Managing success factors in entrepreneurial ventures: a behavioral approach. <i>International Journal of Entrepreneurial Behavior & Research</i>, 17(5), 534-560.</p>
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