

Topic	Regional Startup Ecosystem Braunschweig: Analysis of the Potential to Attract International Start-ups from India and China
Type	Bachelor Thesis
Supervisor	Prof. Dr. Reza Asghari (TU Braunschweig) Dagmar Wilgeroth (Entrepreneurship Hub)
Content	<p>The main purpose of this work is to identify key success factors to attract potential high tech start-ups from India and China to start their business in the Braunschweig region.</p> <p>The elaboration focuses on the framework of a communication concept for each target group, which conveys the opportunities for entrepreneurs at the Technical University Braunschweig.</p>
Scope	<p>The analysis shall focus on students and academic staff from partner universities of the Technical University Braunschweig.</p> <p>First, it is obligatory to determine key success factors of startup ecosystem in general. Then the regional ecosystem needs to be evaluated and suitable indicators identified to evaluate its attractiveness to international entrepreneurs from India and China. A qualitative and quantitative analysis using suitable indicators will create the bases for the evaluation.</p> <p>The research work closes by proposing a communication concept, which conveys the opportunities for entrepreneurs at the Technical University Braunschweig by addressing their needs with respect to starting a business.</p>
Literature	<ul style="list-style-type: none"> - Kshetri, Nir (2011): The Indian Environment for Entrepreneurship and Small Business Development. <i>Studia Universitatis Babeş-Bolyai, Negotia</i>, 56(4). - Pena, I. (2002): Intellectual capital and business start-up success. <i>Journal of intellectual capital</i>, 3(2), 180-198. - 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. - Durst, Susanne; Poutanen, Petro. Success factors of innovation ecosystems-Initial insights from a literature review. <i>Co-create</i>, 2013, S. 27-38. - Milfeit, Pascal (Master Thesis 2017): Bestimmungsfaktoren eines erfolgreichen StartUp Ecosystems unter Berücksichtigung des Entrepreneurial Mindsets – Eine Analyse der Braunschweiger Region
Language	English or German
Status	Open
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