

Exploring Crowdfunding as a Collaborative Network for Startups: Developing a Research Agenda

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Introdução

Historically, the development of technologies has manifested with intensity in different periods, such as the British Industrial Revolution (1760-1850), when there was rural exodus and human labor was replaced by steam engines; the Second Industrial Revolution (1890- 1930), marked by the discovery of electricity, internal combustion engines, and the use of chemicals in industry; and the Third Industrial Revolution, also known as the Information Technology Revolution, which began in 1960 influenced by the post-war period, characterized by the emergence and introduction of new technologies.

Problema de Pesquisa e Objetivo

The present study explored the construction of a survey of the literature on the constructs crowdfunding for startups and collaborative networks, with the objective of identifying similarities and the potential of crowdfunding management, according to the perspective of collaborative networks, following research question: Does understanding crowdfunding as a result of building collaborative networks enhance resource acquisition for startups?

Fundamentação Teórica

The technological advance perceived in the last decades has changed the way business is done. The transformations resulting from this evolutionary process have altered the capacity for expansion in various areas of society, especially in business. This process induced the conditions that propitiated the emergence of new companies with a reproducible and scalable model, called startups.

Discussão

The theoretical lenses of convergence between startups and crowdfunding, collaborative networks were analyzed, and with this, their research opportunities in crowdfunding and collaborative networks were examined, creating a research agenda and proposing research topics and questions.

Conclusão

As a result of this investigation, two contributions were offered: (1) consistent evidence of conceptual compatibility between the constructs and (2) proposition of a research agenda for future studies, based on this convergence between crowdfunding startups and collaborative networks. There are further possibilities for conducting studies that can be derived from this research, developed by a research agenda.

Referências Bibliográficas

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