

**THE DYNAMICS OF COLLABORATION BETWEEN STARTUPS AND CORPORATIONS:
A STUDY FROM A MICROFOUNDATIONS PERSPECTIVE**

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Introdução

The dynamics of collaboration between startups and corporations are critical in fostering innovation and competitive advantage. This study explores the microfoundations of these collaborations within the context of an agricultural innovation hub in southern Brazil. By examining the underlying actions at the individual and organizational levels, it highlights how microfoundations shape and sustain effective partnerships. The role of innovation hubs and regional ecosystems is underscored, as they facilitate the alignment of goals and resources, fostering an environment conducive to innovation.

Problema de Pesquisa e Objetivo

The research problem centers on understanding how startups set up microfoundations to collaborate with corporations. Specifically, the study aims to identify the conditions, routines, and practices that startups develop and utilize during collaborations. The objective is to understand how these microfoundations evolve to support successful partnerships, particularly within the context of open innovation. This involves examining the interplay between individual actions, organizational strategies, and ecosystem influences in shaping collaborative outcomes.

Fundamentação Teórica

The study builds on the concept of microfoundations of dynamic capabilities, exploring how individual actions and interactions at multiple levels contribute to collaboration relationships between startups and corporations. Microfoundations are individual and group level actions shaping strategy, organization, and dynamic capabilities, leading to superior organizational performance (Eisenhardt, Furr & Bingham, 2010). The theoretical background also explores collaboration strategies and the roles of innovation hubs and ecosystems (contextual conditions) in fostering collaborative practices.

Metodologia

The study employed a qualitative research approach and multiple case study method to investigate the collaboration between startups and a corporation within an agribusiness innovation hub in southern Brazil. Data collection involved 16 semi-structured interviews with key stakeholders, technical visits, data triangulation, and secondary data analysis. Content analysis (Bardin, 1977) was performed using the software Atlas.Ti, enabling better codification and linkage matrices to interpret the data. This allowed for a detailed exploration of the microfoundations that underpin collaboration.

Análise dos Resultados

The analysis reveals that ecosystem-level conditions and individual motivations play crucial roles in fostering collaboration. Startups navigate through phases of preparation, collaboration, and results, engaging in activities such as technology development, validation, and adaptation. Key findings highlight the significance of events, prior operational experience, and continuous feedback in sustaining collaborative efforts. The results underscore the importance of aligning motivations and expectations among all actors involved in the collaboration relationships.

Conclusão

The study concludes that successful collaboration between startups and corporations is facilitated by a combination of contextual conditions, individual practices, and ecosystem support. It underscores the importance of understanding the microfoundations of dynamic capabilities and how these are

activated and evolve within collaborative frameworks. By highlighting the interplay between individual actions and organizational strategies, the study provides a comprehensive understanding of the factors that drive effective collaboration for innovation purposes.

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