

THE RESOURCEFULNESS FRAMEWORK: from the Resource Scarcity to a New Dynamic Capability

BERNARDO SOARES FERNANDES

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL (UFRGS)

ROGER DE BEM JAEGER

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL (UFRGS)

AURORA CARNEIRO ZEN

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL (UFRGS)

LEANDRO DA SILVA NASCIMENTO

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL (UFRGS)

TIAGO RATINHO

IESEG SCHOOL OF MANAGEMENT

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Introdução

The introduction highlights the relevance of the resourcefulness approach for startups, often limited in resources but needing to maximize their capabilities. It emphasizes the use of resources in new, value-adding ways, central to understanding startup success through the lens of resource orchestration.

Problema de Pesquisa e Objetivo

Research question: how startups conduct resourcefulness practices along the startup evolution? Objective: This paper aims to identify how startups conduct resourcefulness practices along the startup evolution.

Fundamentação Teórica

The theoretical grounding discusses the interplay between resourcefulness and Resource-Based Theory, exploring how startups' resource management practices evolve and contribute to business performance, drawing from various scholarly works.

Metodologia

This is a piece of qualitative research with an exploratory nature. A total of 30 interviews were conducted, comprising specifically (i) 10 Brazilian startup entrepreneurs, (ii) 10 French startup entrepreneurs, (iii) five Brazilian innovation specialists, (iv) five French innovation specialists. All 20 startups were connected to incubators and were in sale stages. The data were analyzed through the content analysis method.

Análise dos Resultados

This work identified resourcefulness practices developed by startups and the connections among these practices to propose resourcefulness capability. In addition, this study analyzed how the resourcefulness capability takes place, which involved the understanding of its drivers and its evolutionary aspects. The results indicate that the ideal situations to carry out resourcefulness actions involve contexts in which startups have both abundance of certain resources and the scarcity of other resources.

Conclusão

The study concludes that resourcefulness is a dynamic capability critical for startups, emphasizing the need for a balanced approach in resource management. It suggests resourcefulness can significantly impact startup success and calls for more focused research on this capability.

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