COMBINATION OF STRATEGIC ANTECEDENTS TO START-UPS' NETWORK FORMATION

LUIZ GUILHERME RODRIGUES ANTUNES
UNIVERSIDADE DE SÃO PAULO (USP)

RICARDO VINÍCIUS DIAS JORDÃO
SWISS MANAGEMENT CENTER

CLEBER CARVALHO DE CASTRO
UNIVERSIDADE FEDERAL DE LAVRAS (UFLA)

COMBINATION OF STRATEGIC ANTECEDENTS TO START-UPS' NETWORK FORMATION

Introdução

The topic of inter-organisational and collaborative networks has sparked many debates and studies. Authors such as Thorgren et al. (2009) and Schepis et al. (2017) emphasise that despite the growing interest, this topic still requires further investigation to reveal important aspects of the phenomenon. Other authors, such as Gebauer et al. (2012), Eveleens et al. (2016), and Antunes et al. (2021) and Castro et al. (2021), call attention to the research gap on start-up networks – the focus of this study.

Problema de Pesquisa e Objetivo

Based on extensive research that mapped the state of the art on the topic, the literature has not yet been able to explain the mechanisms that support the formation of ties, such as the antecedents of network formation, or the cause-and-effect relationships existing in this context. Recognizing and exploring this gap, this article analyzed the strategic antecedents responsible for network formation among start-ups, identifying the most explanatory factors and their combinatorial configurations. Two start-up networks were taken as the object of study, based on the network and strategy theories.

Fundamentação Teórica

The theoretical background presents address network formation. Over time, this theme has been studied under different visions, but none of them managed to explain the process preceding the formation of networks of incubated firms. Therefore, the referential approaches the theme through the lens of the theory of strategic networks and the resource-based view.

Metodologia

This study is classified as a qualitative comparative case study with an explanatory and descriptive approach. Its qualitative nature was chosen because it allows for inductive theorizing. We investigated two networks of incubated firms in the top-down and bottom-up models. We conducted 10 interviews with managers of the startups and the networks. As an analysis plan, we used the qualitative comparative analysis (QCA) with two techniques: it integrates most similar different outcome/most different similar outcome (MSDO/MDSO) procedures with crisp-set qualitative comparative analysis (csQCA).

Análise dos Resultados

Our results presented us five combinations of strategic antecedents for the formation of the top-down and bottom-up networks. Two of them are from the top-down network, while three of them are from the bottom-up network. The findings also allowed us to infer that the formation of the networks can take place for eco-engaged (top-down), techno-engaged (bottom-up), eco-engaged (bottom-up), and market-engaged (bottom-up) reasons.

Conclusão

The observed results confirmed the two main assumptions of the research, that: (i) the formation of the business networks, in the bottom-up and top-down model, occur through antecedents of economic and/or social nature; and that (ii) the social and economic antecedents allowed the business leaders to create/access/enlarge the strategic resources for value creation and business survival. The findings also advanced knowledge by presenting further classification of the modes of

network formation, whether they are (dis)engaged and/or technological, economic, or marketing.

Referências Bibliográficas

Antunes, L., Castro, C., & A. Mineiro, A. (2021). Network orchestration: new role of business incubators?. Innovation & Management Review, 18 (1), P.51-68. Castro, C., Antunes, L. & Freire, C. (2021). Critical Factors in the Formation and Development of Technology-Based Firm Networks in Incubation Environments in Brazil. International Journal of Innovation and Technology Management, 18 (2), 1-22. De Meur, G., & Gottcheiner, A. (2009). The Logic and Assumptions of MDSO–MSDO Designs. In: D. Byrne, & C. Ragin (Eds.), The sage handbook of case-based methods (pp. 208-221). Sage.