

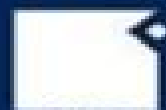
Entrepreneurship

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Tobias Kollmann und Peter Witt

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Trust of Potential Buyers in New Entrepreneurial Ventures

An Analysis of Trust Drivers,
the Relevance for Purchase Intentions,
and the Moderating Effect of Product
or Service Qualities



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Trust of Potential Buyers in New Entrepreneurial Ventures Gunnar Wiedenfels,2009-06-25 Acquiring the first customers is a make or break challenge for new ventures In how far does the trust of a potential future customer in a new venture influence his decision to purchase How can an entrepreneur convey trustworthiness in order to influence the decision In his dissertation Gunnar Wiedenfels responds to these questions with an empirical study testing a theory based model of trust its drivers and its effect on purchase intentions Trust of Potential Buyers in New Entrepreneurial Ventures Gunnar Wiedenfels,2009-07-25 Acquiring the first customers is a make or break challenge for new ventures In how far does the trust of a potential future customer in a new venture influence his decision to purchase How can an entrepreneur convey trustworthiness in order to influence the decision In his dissertation Gunnar Wiedenfels responds to these questions with an empirical study testing a theory based model of trust its drivers and its effect on purchase intentions **Delayed Project**

Terminations in the Venture Capital Context Dominik Steinkühler,2010 Venture capital plays an important role in the entrepreneurial process of providing financing and management support to young rapidly growing companies While venture capital investment success stories such as those of Microsoft Apple and Google are well known such home runs are rather rare Many investments provide little or no return so that accurately evaluating the prospects of portfolio companies and terminating further engagement in unsuccessful ventures in time is key to the overall portfolio performance of venture capital firms When venture capitalists act rationally it should be expected that investment terminations are neither systematically premature nor systematically delayed However recent studies have discovered a systematic tendency toward delayed project terminations of unsuccessful investments that cannot be reconciled with a model of rational decision making The present study examines such delayed project terminations in the venture capital industry and investigates whether escalation of commitment may provide an appropriate perspective on the phenomenon and contribute to its explanation The study develops a comprehensive theoretical framework that synthesizes and integrates several economically irrational drivers of project escalation A large scale survey among European venture capitalists provides the basis for the empirical analysis of the hypothesized relationships The analysis yields valuable new insights into the interaction of different escalation drivers which are much more intertwined than previously supposed by the literature and permits to suggest effective escalation countermeasures for practice The considerations and findings of the study are generalizable beyond the venture capital context to a wide variety of settings in which organizations routinely make sequential investment decisions

Consumer and Organizational Behavior in the Age of AI Wongmahesak, Kittisak,Phongkraphan, Nattharawee,Lekhawichit, Nutnapha,2024-08-30 The rapidly evolving landscape of artificial intelligence AI has created unprecedented shifts in nearly all aspects of business and life To manage human resources more effectively understanding the intersection of consumer behavior and organizational management has never been more crucial By synthesizing the

latest research and practical applications managers will be equipped with the tools necessary to lead and innovate in their respective fields Consumer and Organizational Behavior in the Age of AI represents a comprehensive and interdisciplinary effort to provide a deep understanding of these dynamics offering strategies to address challenges plan strategically execute effectively and measure performance for continuous improvement across public private and civil society sectors Covering topics such as crisis management firm strategy and purchase intention this book is an excellent resource for organizational leaders managers human resource managers academicians graduate and postgraduate students educators and more

Management Control in Small and Medium-Sized Enterprises Jens Hutzschenreuter, 2009-11-10 Jens

Hutzschenreuter determines the effect of management control forms on the performance of innovative small and medium sized enterprises SMEs His findings suggest that in fact indirect control forms have a stronger performance impact than traditional control forms

A User Acceptance of Web Personalization Systems Dr. Fendi Ameen, 2014-10-09 Research on web personalization techniques for collecting and analysing web data in order to deliver personalized information to users is in an advanced state Many metrics from the computational intelligence field have been developed to evaluate the algorithmic performance of Web Personalization Systems WPSs However measuring the success of a WPS in terms of user acceptance is difficult until the WPS is deployed in practice In summary many techniques exist for delivering personalized information to a user but a comprehensive measure of the success in WPSs in terms of human interaction and behaviour does not exist This study aims to develop a framework for measuring user acceptance of WPSs from a user perspective The proposed framework is based on the unified theory of acceptance and use of technology UTAUT The antecedents of user acceptance are described by indicators based on four key constructs i e performance expectancy PE effort expectancy EE social influence SI and facilitating conditions FC All these constructs are underpinned by Information Systems IS theories that determine the intention to use BI and the actual use USE of a technology A user acceptance model was proposed and validated using structural equation modelling SEM via the partial least squares path modelling PLS PM Four user characteristics i e gender age skill and experience have been chosen for testing the moderating effects of the four constructs The relationship between the four constructs in regard to BI and USE has been validated through moderating effects in order to present an overall view of the extent of user acceptance of a WPS Results from response data analysis show that the acceptance of a WPS is determined through PE EE SI and FC The gender of a user was found to moderate the relationship between performance expectancy of a WPS and their behavioural intention in using a WPS The effect of behavioural intention on the use of WPS is higher for a group of females than for males Furthermore the proposed model has been tested and validated for its explanation power of the model and effect size The current study concluded that predictive relevance of intention to use a WPS is more effective than the actual WPS usage which indicated that intention to use has more prediction power for describing a user acceptance of a WPS The implications of these measures from the computational intelligent point

of view are useful when a WPS is implemented For example the designer of a WPS should consider personalized design features that enable the delivery of relevant information sharing to other users and accessibility across many platforms Such features create a better web experience and a complete security policy These measures can be utilized to obtain a higher attention rate and continued use by a user the features that define user acceptance of a WPS

Entrepreneurship and Development in the 21st Century Bruno S. Sergi,Cole C. Scanlon,2019-04-29 The 21st century has brought about new trends in entrepreneurship and development In this insightful volume a cast of expert contributors explore how these new trends along with a variety of political cultural and social influences have affected entrepreneurship in all of its manifestations

Digital Tokens: A Legal Perspective José Garrido,Mr. José M. Garrido,2023-07-28 Tokens are units digitally represented in a distributed ledger or blockchain The various uses of this technology have the potential to transform a wide array of economic activities from traditional commercial transactions to sophisticated financial undertakings This paper explores the similarities and differences of tokens with traditional legal instruments in commercial law and how tokens could offer superior solutions provided that proper legal foundations are established for their operation including aspects of the law of securities and consumer protection law

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New Insights on Trust in Business-to-Business Relationships Houcine Akrou, Karine Raies, Arch G.

Woodside, 2019-08-15 New Insights on Trust in Business to Business Relationships provides readers with advanced original insights on trust antecedents processes and consequences within the B2B marketing context and offers practical tools alongside suggestions for future research

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Entrepreneurial Financial Management Jeffrey R. Cornwall, David O. Vang, Jean M. Hartman, 2019-08-13 This fifth edition of a classic and comprehensive resource presents an applied realistic view of entrepreneurial finance for today's entrepreneurs completely updated to address the latest trends and technologies The book provides an integrated set of concepts and applications drawing from entrepreneurship finance and accounting that will prepare aspiring entrepreneurs for the world they will most likely face as they start their new businesses The contents are designed to follow the life cycle of a new business venture Topics are presented in logical order as entrepreneurs will likely face them as they begin the process of business start up and move into growing the business Both undergraduate and graduate students will appreciate the clear presentation of complex issues and this book is an essential resource for budding entrepreneurs as well A comprehensive spreadsheet financial template is included with the book and an all new case study provides questions that will help students learn the template as they proceed through the book This tool allows for the application of many of the concepts to actual businesses and can be a valuable supplement to the process of developing a full business plan The spreadsheet financial template is available for unlimited free downloads at Professor Cornwall's blog site www.drjeffcornwall.com

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What Every Engineer Should Know About Starting a High-Tech Business Venture Eric Koester, 2009-01-06 Written by an experienced business lawyer in the technology scientific and engineering community this publication is for the engineer with an innovative high tech idea or concept who needs those crucial business insights and strategies to move that idea forward It offers key analysis on how to leave a current employer gain access to technologie

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