عنوان مقاله:

Identification and Ranking the Factors Affecting Startups Success Rate

نویسنده:

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خلاصه مقاله:

The present study seeks to identify and prioritize the influential factors on the success of startups. For this purpose, the factors were divided into six portions, using simple random sampling and questionnaire distribution among 56 individuals using the TOPSIS method. Prioritization of the relevant criteria was carried out considering the results in the strategy and policy area, and the most significant determinants were: risk appetite and flexibility, idea generation, and focusing on the type of service as well as non-dispersion of products and services. In the efficient HR department, the prominent factors were the existence of a modern organizational structure, the use of a powerful team for negotiation, and the ability through crisis measurement and prompt decision making.In the area of technical and cultural infrastructure, the most significant elements include increasing the level of community welfare, identifying cultural, social, political, and technological constraints and sensitivities, as well as developing approaches and government support sectors. In the financial and budgetary indicators, the influential factors include competitive pricing, utilization of multiple financial flows, as well as reduction of organizational costs, and non-luxury in marketing and sales. The most crucial factors are digital marketing, viral and social network management, selection of the right business context (site, app, and so on); also, the relevant name and logo are the of the significant factors in customer satisfaction indices such as data mining and customer behavior analysis focusing on customer loyalty and continuous improvement of product quality, and the provided services.

کلمات کلیدی:

startup, success, identification, ranking, business, information

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