

عنوان مقاله:

Evaluation of the Use of Risk Management in Crowdfunding: A Case of a Start-up Company in Iran

محل انتشار:

سومین همایش ملی و دومین همایش بین المللی پایداری کسب و کار (سال: 1401)

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خلاصه مقاله:

Crowdfunding is one of the financing methods in the era of online platforms expansion which has been presented to entrepreneurs as an alternative solution to finance businesses. While according to surveys, on average, more than 61% of companies in Iran consider a lack of access to financing resources as a significant obstacle in creating and developing a business, crowdfunding has not yet been welcomed by Iranian entrepreneurs in spite of its high potential. This paper aims to evaluate the use of risk management in the crowdfunding of a start-up company. After reviewing theoretical sources and semi-structured interviews with activists in this field, 99 primary risks were identified. The number was reduced to 45 risks, and finally, nine final risks were specified after eliminating duplicates and merging them. Experts carried out risk screening based on the Pareto principle and qualitative analysis of 20% of significant risks, and risk evaluation and ranking were performed based on fuzzy logic via MATLAB software. The results of this study reveal the impact of evaluated risks on this financing method, and "Lack of supportive laws corresponding to crowdfunding and legal restrictions" was discriminated as the most effective risk in this method. Thus, through specified risk management processes, the project team will be able to benefit the most from this method.

کلمات کلیدی:

Risk Management, Crowdfunding, Start-ups

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