

INDEX

PARTICULAR		Page No.
CHAPTER- I INTRODUCTION		1 - 25
1.1	Background	2
	1.1.1 The Importance of Innovation and Entrepreneurship	2
	1.1.2 The Success and Failure Paradox	4
	1.1.3 Gaps in Existing Literature	5
	1.1.4 Purpose of the Study	9
1.2	Scope	12
	1.2.1 Geographical Scope	12
	1.2.2 Sectoral Scope	13
	1.2.3 Temporal Scope	16
	1.2.4 Methodological Scope	17
1.3	Rationale	21
1.4	Research Questions	25
1.5	Aim	25
1.6	Objectives of the Study	25
CHAPTER- II LITERATURE REVIEW		26 - 85
2.1	Theoretical Frameworks in Entrepreneurship	33
	2.1.1 Opportunity Theory	33
	2.1.2 Resource-Based View (RBV)	34
	2.1.3 Social Network Theory	35
	2.1.4 Psychological Traits Theory	36
	2.1.5 Institutional Theory	36
2.2	Innovation in Entrepreneurship	36
	2.2.1 Types of Innovation	36
	2.2.1.1 Product Innovation	37
	2.2.1.2 Process Innovation	37
	2.2.1.3 Business Model Innovation	37
	2.2.1.4 Organizational Innovation	37
	2.2.1.5 Service Innovation	37
	2.2.1.6 Open Innovation	38

	2.2.1.7 Radical vs Incremental Innovation	38
	2.2.2 The Role of Innovation in Entrepreneurial Success	38
	2.2.2.1 Competitive Advantage	38
	2.2.2.2 Market Leadership	38
	2.2.2.3 Revenue Growth	39
	2.2.2.4 Customer Retention	39
	2.2.2.5 Adaptability	39
	2.2.2.6 Global Expansion	39
	2.2.2.7 Social Impact	39
	2.2.2.8 Risk Mitigation	39
	2.2.3 Barriers to Innovation	40
	2.2.3.1 Financial Constraints	40
	2.2.3.2 Regulatory Hurdles	40
	2.2.3.3 Market Uncertainty	40
	2.2.3.4 Talent Gap	40
	2.2.3.5 Organizational Culture	40
	2.2.3.6 Technological Limitations	41
	2.2.3.7 Intellectual Property Concerns	41
	2.2.3.8 Time Constraints	41
	2.2.4 Innovation Ecosystems	41
	2.2.4.1 Definition of Innovation Ecosystem	41
	2.2.4.2 Components of an Innovation Ecosystem	42
	2.2.4.3 Role of Entrepreneurs in Innovation Ecosystems	43
	2.2.4.4 Benefits of a Healthy Innovation Ecosystem	43
	2.2.4.5 Challenges in Building and Sustaining Innovation Ecosystems	44
	2.2.5 Case Studies	45
	2.2.5.1 Tesla, Inc.	46
	2.2.5.2 Airbnb	47
	2.2.5.3 Spotify	49
	2.2.5.4 Patagonia	50
	2.2.5.5 Summary	51

	2.2.6 Future Directions	51
2.3	Success Factors in Entrepreneurial Ventures	52
2.4	Failure Factors in Entrepreneurial Ventures	55
	2.4.1 Market Misfit	55
	2.4.1.1 Product-Market Fit	56
	2.4.1.2 Customer Understanding	56
	2.4.1.3 Market Timing	56
	2.4.1.4 Overestimation of Market Size	56
	2.4.1.5 Geographic Mismatch	56
	2.4.2 Financial Mismanagement	56
	2.4.2.1 Poor Budgeting	57
	2.4.2.2 Lack of Financial Planning	57
	2.4.2.3 Inadequate Financial Controls	57
	2.4.2.4 Over-reliance on Debt	57
	2.4.2.5 Poor Cash Flow Management	57
	2.4.3 Poor Leadership and Team Dynamics	57
	2.4.3.1 Lack of Vision and Direction	57
	2.4.3.2 Ineffective Communication	58
	2.4.3.3 Micromanagement	58
	2.4.3.4 Lack of Trust and Collaboration	58
	2.4.3.5 Skill Mismatch	58
	2.4.4 Operational Inefficiencies	58
	2.4.4.1 Inadequate Systems and Processes	58
	2.4.4.2 Supply Chain Issues	58
	2.4.4.3 Resource Wastage	59
	2.4.4.4 Lack of Automation	59
	2.4.4.5 Regulatory and Compliance Failures	59
	2.4.4.6 Quality Control	59
	2.4.5 External Factors	59
	2.4.5.1 Market Conditions	60
	2.4.5.2 Regulatory Environment	60
	2.4.5.3 Technological Changes	60
	2.4.5.4 Social and Cultural Trends	60

	2.4.5.5 Political Climate	60
	2.4.5.6 Natural Disasters and Pandemics	60
	2.4.5.7 Global Competition	60
2.5	Cultural and Social Influences	61
	2.5.1 Social Norms and Entrepreneurial Stigma	61
	2.5.2 Gender Roles and Entrepreneurship	61
	2.5.3 Family and Social Support	61
	2.5.4 Cultural Attitudes Toward Innovation	61
	2.5.5 Social Capital	61
	2.5.6 Ethical and Religious Beliefs	62
2.6	Sustainability and Entrepreneurship	62
	2.6.1 The Triple Bottom Line	62
	2.6.2 Social Entrepreneurship	63
	2.6.3 Circular Economy	66
	2.6.4 Green Technologies	69
	2.6.5 Sustainable Supply Chains	72
	2.6.6 Regulatory Environment	76
	2.6.7 Challenges and Opportunities	80
2.7	Gaps in Existing Literature	83
2.8	Statement of the Problem	84
2.9	Hypothesis	85
CHAPTER-III RESEARCH METHODOLOGY		86 - 113
3.1	Research Design	92
	3.1.1 Qualitative Research	93
	3.1.2 Quantitative Research	93
	3.1.3 Longitudinal Design	93
	3.1.4 Rationale for Mixed-Methods	93
3.2	Data Collection	93
	3.2.1 Primary Data	94
3.3	Sampling Method	95
	3.3.1 Sampling for Primary Data	95
	3.3.2 Sampling for Secondary Data	95

	3.3.3 Sample Justification	96
3.4	Data Analysis	101
	3.4.1 Qualitative Data Analysis	102
	3.4.2 Quantitative Data Analysis	104
	3.4.3 Mixed-Methods Analysis	107
	3.4.4 Reliability and Validity	108
	3.4.5 Ethical Considerations	109
3.5	Ethical Considerations	109
	3.5.1 Informed Consent	109
	3.5.2 Anonymity and Confidentiality	109
	3.5.3 Data Storage and Security	110
	3.5.4 Risk Assessment	110
	3.5.5 Ethical Approval	110
	3.5.6 Transparency and Accountability	110
3.6	Limitations	110
	3.6.1 Sample Size	110
	3.6.2 Geographical Constraints	110
	3.6.3 Time Constraints	111
	3.6.4 Data Collection Methods	111
	3.6.5 Subjectivity	111
	3.6.6 Financial Constraints	111
	3.6.7 Ethical Constraints	111
	3.6.8 External Factors	111
3.7	Validation	111
	3.7.1 Triangulation	111
	3.7.2 Peer Review	112
	3.7.3 Member Checking	112
	3.7.4 Reliability Tests	112
	3.7.5 Pilot Study	112
	3.7.6 External Validity	113
	3.7.7 Internal Validity	113
	3.7.8 Ethical Considerations	113
3.8	Tools to be used	113

CHAPTER- IV SIGNIFICANCE OF THE STUDY		114 - 120
4.1	Academic Significance	114
	4.1.1 Theoretical Contributions	114
	4.1.2 Methodological Advancements	115
	4.1.3 Gaps in Existing Literature	115
	4.1.4 Cross-Disciplinary Relevance	115
4.2	Practical Significance	115
	4.2.1 Entrepreneurial Decision-Making	115
	4.2.2 Policy Implications	116
	4.2.3 Industry Practices	116
	4.2.4 Social Impact	116
4.3	Social Relevance	117
	4.3.1 Social Inclusion and Equality	117
	4.3.2 Community Development	117
	4.3.3 Ethical and Sustainable Practices	117
	4.3.4 Public Awareness and Education	118
4.4	Technological Advancements	118
	4.4.1 Fostering Innovation	118
	4.4.2 Digital Transformation	118
	4.4.3 Industry 4.0	118
	4.4.4 Cybersecurity	119
4.5	Global Relevance	119
	4.5.1 Cross-Border Entrepreneurship	119
	4.5.2 Sustainable Development Goals (SDGs)	119
	4.5.3 Technological Diffusion	120
	4.5.4 Policy Implications	120
CHAPTER- V DATA ANALYSIS AND FINDINGS		121 - 154
5.1	Success Rate of Innovation Through Crowd Funding	121
5.2	Success rate of Entrepreneur through Crowd Funding	127
5.3	Success rate of Entrepreneur through Consumer Purchasing Trends	129

5.4	Success rate of Entrepreneur through Stock market – Startup success	135
5.5	Success rate of Entrepreneur through Patent publication and granting	141
5.6	Survey - Startup Owners	145
CHAPTER- VI CONCLUSION		155 - 160
6.1	Success rate of Innovation and Entrepreneurship	155
6.2	The Social effects of Innovation and Entrepreneurship	158
	6.2.1 Financing Innovation Through Crowdfunding	158
	6.2.2 Aligning Innovations with Customer Needs	158
	6.2.3 Encouraging Economic Growth Through Successful Startups	159
	6.2.4 Educating Patent System Reform for Innovation	159
	6.2.5 Showcasing Transformative Innovation in Action	159
	6.2.6 Creating Environments That Encourage Entrepreneurship	159
6.3	Overall Conclusion	160
CHAPTER- VII ADDITIONAL SECTIONS		161 - 171
7.1	References	161
7.2	Appendices	170
	7.2.1 Appendix 1: List of Publications	170

LIST OF TABLE

Table No.	Particulars	Page No.
5.1	Consumer Electronic Products table	132
5.2	Mobile Accessories Table	134
5.3	Start-up companies listed on stock market	138

LIST OF FIGURE

Fig. No.	Particulars	Page No.
1.1	Introduction	1
3.2	Methodology Process for Crowd funding	87
3.3	Methodology Process to segregate data lexical context, such as electronic consumer items and mobile accessories	87
3.4	Sub categorical analysis (Mobile accessories)	88
3.5	The overall outline of the proposed work to link innovation and success	89
3.6	Methodology Process for Indian Patents- Granted & Published	90
3.7	Block diagram of proposed method where this research collected google responses from 80 different startup owners using google survey form. The data analysis was carried on the given data and results were used to study startup eco system in the Mumbai region	91
5.8	Goal in Rupees	122
5.9	Funds Raised in Rupees	123
5.10	Success rate Vs funds raised	124
5.11	Successful vs Non-successful	125
5.12	Location	126
5.13	Success rate vs backers	127
5.14	Category	128
5.15	Consumer Electronic Products purchase trend	131
5.16	Mobile Accessories Purchase Trend	133
5.17	Purchasing trend in Mobile accessories	134
5.18	Histogram for the stock prices of startups (from 2019-2023)	136
5.19	Company listing trend over last 23-years	137
5.20	Histogram of established and startups in the listed companies, over the period of 5 years. X-axis shows start date of company so in 2023 all companies started after 2013 are treated as Startups and rest all are established	138
5.21	A Bar Graph illustrating the number of Patents Published and Granted in India between 2019 and 2022	142

5.22	A Map Illustrating the Trends in Patents Granted in India Between 2019 and 2022	143
5.23	A Pie Chart Illustrating the Diversity of Innovation with Respect to Engineering Sectors for Patents Granted in India between 2019 and 2022	144
5.24	The bar graph indicates that the majority of startup owners who responded to the survey started their companies in 2010 or later. Out of the 80 companies surveyed, only three referred to themselves as startups before 2010	146
5.25	Startup Funding Sources Distribution Among Survey Respondents	147
5.26	The bar graph and curve fitting indicate the amount of funds raised by startups. The majority of startups fall below 10 lakhs, while a few have reached up to 4000 billion	148
5.27	The bar graph illustrates the utilization of the budget	149
5.28	The bar graph explores the number of patents filed by startups. It was found that almost 67% of companies are not filing patents; conversely, there are a few that have filed up to 8 patents as well	150
5.29	A bar graph illustrates companies that are eligible and have applied for stock market listing. It was observed that over 80% of startups do not meet the criteria for being listed on the stock market, and they also refrain from applying, preferring to retain full control of their companies	151
5.30	Bar graph Indicating success ratio as per the owner's opinion. Rating is between 1 to 5 and distribution is Gaussian. Few think they are successful and few thinks they are un-successful most of them rate themselves between 2 to 4	152
5.31	The word cloud is created from the responses of startup owners answering domain-related questions	153

LIST OF IMAGE

Fig. No.	Particulars	Page No.
3.1	Kickstarter Website	98
3.2	We Funder Website	99
3.3	NSE Listed Companies	100
3.4	NSE Website	100
3.5	Public Search for granted Patents	101
3.6	Survey Questionnaire for Startup Owners	101