7.1 References

1. Helm, R., & Conrad, D. (2014). The impact of customer-specific and market-related variables on the preference for highly innovative products. Review of Managerial Science, 8(2), 233-249. https://doi.org/10.1007/s11846-014-0123-y.

- 2. Van den Bosch, S., & Taanman, M. (2006). How innovation impacts society. *Patterns and mechanisms through which innovations contribute to transitions. Pages*.
- 3. Hostettler, S. (2018). From innovation to social impact. In S. Hostettler (Ed.), The Sustainability of Technology and Innovation (pp. 1-16). Springer. https://doi.org/10.1007/978-3-319-91068-0_1
- Goos, M., Arntz, M., Zierahn, U., Gregory, T., Gomez, S. C., Vazquez, I. G., & Jonkers, K. (2019). The impact of technological innovation on the future of work (No. 2019/03). JRC Working Papers Series on Labour, Education and Technology.
- 5. Ahlstrom, D. (2010). Innovation and growth: How business contributes to society. Academy of management perspectives, 24(3), 11-24.
- 6. Shiller, R. J. (2013). Capitalism and financial innovation. Financial Analysts Journal, 69(1), 21-25.
- 7. Phillips, W., Lee, H., Ghobadian, A., O'regan, N., & James, P. (2015). Social innovation and social entrepreneurship: A systematic review. Group & Organization Management, 40(3), 428-461.
- 8. Elliott, G. (2021). Character and impact of social innovation in higher education. In Essays on Impact: Theory and Practice in Higher Education (pp. 1-20). Palgrave Macmillan. https://doi.org/10.1007/978-3-030-83864-5_7
- Abella, A., Ortiz-de-Urbina-Criado, M., & De-Pablos-Heredero, C. (2017). A model for the analysis of data-driven innovation and value generation in smart cities' ecosystems. Cities, 72, 307-317. https://doi.org/10.1016/j.cities.2017.08.016
- 10. Zahra, S. A., & Wright, M. (2016). Understanding the social role of entrepreneurship. Journal of management studies, 53(4), 610-629.

Gordon, D., Sherif, D., Mauricio, R., & Qasem, A. (2021). The role of social impact innovation and entrepreneurship in global health. In Innovations in Global Health (pp. 121-140). Springer. https://doi.org/10.1007/978-3-030-83864-5_7https://link.springer.com/chapter/10.1007/978-3-030-83864-5_7#citeas

- 12. Rawhouser, H., Cummings, M., & Newbert, S. L. (2019). Social impact measurement: Current approaches and future directions for social entrepreneurship research. *Entrepreneurship Theory and Practice*, 43(1), 82-115.
- 13. El Ebrashi, R. (2013). Social entrepreneurship theory and sustainable social impact. *Social Responsibility Journal*, *9*(2), 188-209. https://doi.org/10.1108/SRJ-07-2011-0013
- Mair, J., & Marti, I. (2007). Entrepreneurship for social impact: Encouraging market access in rural Bangladesh. *Corporate Governance*, 7(4), 493-501. https://doi.org/10.1108/14720700710820579
- Jiao, H. (2011). A conceptual model for social entrepreneurship directed toward social impact on society. *Social Enterprise Journal*, 7(2), 130-149. https://doi.org/10.1108/17508611111156600
- Neumann, T. (2021). The impact of entrepreneurship on economic, social, and environmental welfare and its determinants: A systematic review. Management Review Quarterly, 71, 553-584. https://doi.org/10.1007/s11301-020-00193-7
- 17. Portales, L. (2019). Social innovation and social entrepreneurship. Fundamentals, Concepts, and Tools. Cham, Switzerland: Palgrave Macmillan.
- 18. García-Jurado, A., Pérez-Barea, J. J., & Nova, R. J. (2021). A new approach to social entrepreneurship: A systematic review and meta-analysis. Sustainability, 13(5), 2754. https://doi.org/10.3390/su13052754
- 19. Wong, P. K., Ho, Y. P., & Autio, E. (2005). Entrepreneurship, innovation, and economic growth: Evidence from GEM data. Small Business Economics, 24(3), 335-350. https://doi.org/10.1007/s11187-005-2000-1

20. Fritsch, M., & Mueller, P. (2007). The effect of new business formation on regional development over time: The case of Germany. Small Business Economics, 29(1), 15-29. https://doi.org/10.1007/s11187-007-9067-9

- Fernandes, C. I., Veiga, P. M. M., Ferreira, J. J., Teixeira, S. J., & Rammal, H. G. (2020). The impact of innovation and entrepreneurship on competitiveness.
 In Competitive Advantage Strategies in the Global Economy (pp. 71-90).
 Springer. https://doi.org/10.1007/978-3-030-51995-7_5
- 22. Bacq, S., & Eddleston, K. A. (2016). A resource-based view of social entrepreneurship: How stewardship culture benefits scale of social impact. Journal of Business Ethics, 133(4), 619-634. https://doi.org/10.1007/s10551-016-3317-1
- 23. Vicens, L., & Grullón, S. (2011). Innovation and entrepreneurship: A model based on entrepreneur development. Publications; publications.iadb.org., https://publications.iadb.org/publications/english/document/Innovation-and-Entrepreneurship-A-Model-Based-on-Entrepreneur-Development.pdf
- 24. Crudu, R. (2019). The role of innovative entrepreneurship in the economic development of EU member countries. Journal of Entrepreneurship, Management and Innovation, 15(1), 35-60. https://jemi.edu.pl/vol-15-issue-1-2019/the-role-of-innovative-entrepreneurship-in-the-economic-development-of-eu-member-countries
- 25. Sopjani, X. (2019). Challenges and opportunities for startup innovation and entrepreneurship as tools towards a knowledge-based economy: The case of Kosovo. RIT Scholar Works. Retrieved from https://scholarworks.rit.edu/theses/10215/
- 26. Naudé, W., & Szirmai, A. (2013). Technological innovation, entrepreneurship, and development. The European Business Review. Retrieved from https://www.europeanbusinessreview.com/technological-innovation-entrepreneurship-and-development/
- 27. Parwez, S. (2017). Community-based entrepreneurship: evidences from a retail case study. Journal of Innovation and Entrepreneurship, 6(1). https://doi.org/10.1186/s13731-017-0074-z

28. Juliana, N. O., Hui, H. J., Clement, M., Solomon, E. N., & Elvis, O. K. (2021). The impact of creativity and innovation on entrepreneurship development: evidence from Nigeria. *Open Journal of Business and Management*, 9(4), 1743-1770.

- 29. Medeiros, V., Marques, C., Galvão, A. R., & Braga, V. (2020). Innovation and entrepreneurship as drivers of economic development: Differences in European economies based on quadruple helix model. *Competitiveness Review: An International Business Journal*.
- 30. Sasikumar, P., & Vijayakumar, M. (n.d.). Digital Consumers' Shopping Trends In India: A Review | Semantic Scholar. Digital Consumers' Shopping Trends in India: A Review | Semantic Scholar. https://www.semanticscholar.org/paper/Digital-Consumers%27-Shopping-Trends-in-India%3A-A-Sasikumar-Vijayakumar/77a41109533049e 066079 a503195cb37d4003660.
- 31. Vijayalaxmi, S. (2019). Consumer buying behaviour for electronic products: A study of select items. Semantic Scholar. Retrieved from https://www.semanticscholar.org/paper/Consumer-Buying-Behaviour-for-Electronic-Products-A-Vijayalaxmi/dc82ed598f47e76c023e 0959a88ce8d0c391f1ea
- 32. Jain, N., Sanghi, K., & Jain, A. (2020). Ten trends that are altering consumer behavior in India. BCG. Retrieved from https://www.bcg.com/en-in/publications/2019/ten-trends-altering-consumer-behavior-india
- 33. Deshpande, M., Rokade, Y., & Darda, P. (2020). The impact of advertisement on consumer buying behavior in the electronic industry. Semantic Scholar. Retrieved from https://www.semanticscholar.org/paper/The-Impact-of-Advertisement-on-Consumer-Buying-in-Deshpande-Rokade/5a2b22ca9551a9b6e84ce8b4916e58e48fdc5fe3
- 34. Sasikumar, P., & Vijayakumar, M. (n.d.). Digital Consumers' Shopping
 Trends In India: A Review | Semantic Scholar. Digital Consumers' Shopping
 Trends in India: A Review | Semantic Scholar.
 https://www.semanticscholar.org/paper/Digital-Consumers%27-Shopping-

Trends-in India%3A-A-Sasikumar-Vijayakumar/77a41109533049e066079a503195cb37d4003660.

- 35. Page, T. (2009). Feature creep and usability in consumer electronic product design. International Journal Of Product Development, 8(3), 228-248. https://doi.org/10.1504/IJPD.2009.027474
- 36. Mollick, E. (2014). The dynamics of crowdfunding: An exploratory study. Journal of business venturing, 29(1), 1-16.
- 37. Venslavienė, S., Stankevičienė, J., & Vaiciukevičiūtė, A. (2021). Assessment of Successful Drivers of Crowdfunding Projects Based on Visual Analogue Scale Matrix for Criteria Weighting Method. Mathematics, 9(14), 1590.
- 38. Bakker-Rakowska, J. (2014). Crowdfunding for innovation: A qualitative research on resources, capabilities and stakes (Master's thesis, University of Twente).
- 39. Borrero-Domínguez, C., Cordón-Lagares, E., & Hernández-Garrido, R. (2020). Analysis of success factors in crowdfunding projects based on rewards: A way to obtain financing for socially committed projects. Heliyon, 6(4), e03744.
- 40. Böckel, A., Hörisch, J., & Tenner, I. (2021). A systematic literature review of crowdfunding and sustainability: highlighting what really matters. Management review quarterly, 71(2), 433-453.
- 41. Haji Gholam Saryazdi, A., Rajabzadeh Ghatari, A., & Mashayekhi, A. (2019). Systematic Literature Review of Crowdfunding. Roshd-e-Fanavari, 1(57), 44.
- 42. Oba, B., Atakan, S., & Kirezli, O. (2018). Value creation in crowdfunding projects-evidence from an emerging economy. Journal of Innovation Economics Management, 26(2), 37-62.
- 43. Hervé, F., & Schwienbacher, A. (2018). Crowdfunding and innovation. Journal of economic surveys, 32(5), 1514-1530.
- 44. Agrawal, A., Catalini, C., & Goldfarb, A. (2013). Crowdfunding: Social frictions in the flat world? NBER Working Paper No. 19133. National Bureau of Economic Research.
- 45. Mollick, E. (2014). The dynamics of crowdfunding: An exploratory study. Journal of Business Venturing, 29(1), 1-16. [CrossRef]

46. Jenik, I., Lyman, T., & Nava, A. (2017). Crowdfunding and financial inclusion. CGAP: Washington, DC, USA.

- 47. Sangvikar, B. V., & Katole, H. J. (2012). A study of consumer purchase behavior in organized retail outlets. Journal of Business and Retail Management Research, 7(1), 39-47.
- 48. Sasikumar, P., & Vijayakumar, M. (n.d.). Digital Consumers' Shopping
 Trends In India: A Review | Semantic Scholar.
 https://www.semanticscholar.org/paper/Digital-Consumers%27-ShoppingTrends-in-India%3A-A-SasikumarVijayakumar/77a41109533049e066079a503195cb37d4003660
- 49. Vijayalaxmi, S. (2019). Consumer buying behaviour for electronic products: A study of select items. Semantic Scholar. Retrieved from https://www.semanticscholar.org/paper/Consumer-Buying-Behaviour-for-Electronic-Products-A-ijayalaxmi/dc82ed598f47e76c023e0959a88ce8d0c391f1ea
- 50. Jain, N., Sanghi, K., & Jain, A. (2020). Ten trends that are altering consumer behavior in India. Retrieved from https://www.bcg.com/en-in/publications/2019/ten-trends-altering-consumer-behavior-india
- 51. Deshpande, M., Rokade, Y., & Darda, P. (2020). The impact of advertisement on consumer buying behavior in the electronic industry. Retrieved January 1, 2020, from https://www.sem anticscholar.org/paper/The-Impact-of-Advertisement-on-Consumer-Buying-in-Deshpande-Rokade/5a2b22ca9551a9b6e84ce8b4916e58e48fdc5fe3.
- 52. Page, T. (2009). Feature creep and usability in consumer electronic product design. International Journal of Product Development, 10(3-4), 128-143. https://doi.org/10.1504/IJPD.2009.027474
- 53. Pellegrini, M. M., Ciampi, F., Marzi, G., & Orlando, B. (2020). The relationship between knowledge management and leadership: Mapping the field and providing future research avenues. *Journal of Knowledge Management*, 24(6), 1445-1492. https://doi.org/10.1108/JKM-08-2019-0386

54. Anttiroiko, A.-V. (2016). City-as-a-platform: The rise of participatory innovation platforms in Finnish cities. Sustainability, 8(9), 922. https://doi.org/10.3390/su8090922

- 55. Mowery, D. C., & Rosenberg, N. (1999). Paths of innovation: Technological change in 20th-century America. Cambridge University Press.
- 56. Rizvanović, B., Zutshi, A., Grilo, A., & Nodehi, T. (2023). Linking the potentials of extended digital marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing. Technological Forecasting and Social Change, 186, 122128. https://doi.org/10.1016/j.techfore.2022.122128
- 57. Wójcik, D. (2017). Innovation and stock markets: International evidence on manufacturing and services. In Handbook on the Geographies of Money and Finance (pp. 197-222). Edward Elgar Publishing.
- 58. Zhang, J., & Duan, Y. (2010). The impact of different types of market orientation on product innovation performance: Evidence from Chinese manufacturers. Management Decision, 48(6), 849-867. https://doi.org/10.1108/00251741011053441
- 59. Carmel, E., & Richman, J. (2013). Building international social capital at the Startup Chile accelerator. SSRN. https://ssrn.com/abstract=2326003
- 60. Wolf, G. (2017). Entrepreneurial university: A case study at Stony Brook University. *Journal of Management Development*, 36(2), 286-294. https://doi.org/10.1108/JMD-09-2015-0127
- 61. Putra, T. P., Anindita, R., & Suhartini, S. (2018). Critical success factors of Java Preanger coffee chain in Bandung Regency. *Agricultural Socio-Economics Journal*, 18(1), 42-47.
- 62. Bae, B., & Lee, C. C. (2020). Corporate bankruptcy prediction model for internet startup companies. SSRN. Retrieved from https://ssrn.com/abstract=3529795
- 63. Zakic, N., Popovic, J., & Miskic, M. (2020). The linkages between investments in innovation and business performance in Serbia. *Management:*Journal of Sustainable Business and Management Solutions in Emerging Economies, 25(3), 23-35.

64. Vijayakumar, S., & Nethravathi, P. S. (2021). The mega conglomerate of India-Success story of growth of Reliance Industries: A case study. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 5(1), 143-154.

- 65. Lleo, S., Zhitlukhin, M., & Ziemba, W. T. (2022). Using a mean-changing stochastic processes exit-entry model for stock market long-short prediction.

 The Journal of Portfolio Management, 49(1), 172-197.
 https://doi.org/10.3905/jpm.2021.1.228
- 66. Sabatinus, S., & Utami, C. W. (2021). Innovation strategy analysis through a Blue Ocean Strategy for Wear It. Retrieved from http://www.wearitinnovations.com/strategy-analysis.pdf
- 67. Singh, A. K., Jain, S. K., & Burhan, M. (2017). Patents as proxy for measuring innovations: A case of changing patent filing behavior in Indian public funded research organizations. *Technological Forecasting and Social Change, 123*, 181-190. https://doi.org/10.1016/j.techfore.2017.07.020
- 68. Chatterjee, D., & Sahasranamam, S. (2014). Trends in innovation management research in India-an analysis of publications for the period 1991-2013. *Current Science*, 107(9), 1800-1805.
- 69. Haley, G. T., & Haley, U. C. (2012). The effects of patent-law changes on innovation: The case of India's pharmaceutical industry. *Technological Forecasting and Social Change*, 79(4), 607-619. https://doi.org/10.1016/j.techfore.2011.05.012
- 70. Kademani, B. S., Kumar, V., Kumar, A., & others. (2005). Publication productivity of the Bio-organic Division at Bhabha Atomic Research Centre: A scientometric study. *Annals of Library and Information Studies*, *52*(4), 135-145.
- 71. Krishnan, R. T., & Prashantham, S. (2019). Innovation in and from India: The who, where, what, and when. *Global Strategy Journal*, *9*(3), 357-377. https://doi.org/10.1002/gsj.1335
- 72. Saraswat, S. (2014). Patent analysis on bioremediation of environmental pollutants. *Journal of Bioremediation & Degradation*, 5(251), 2. https://doi.org/10.4172/2155-6199.1000251

73. Singh, V., & Chakraborty, K. (2019). Transfer of innovations. *Current Science*, 117(6), 1032-1044.

- 74. Srivastava, S., & Adholeya, A. (2019). Intellectual property: Data mapping in the area of biofertilizers. In *Intellectual Property Issues in Microbiology* (pp. 193-221). Springer.
- 75. Trappey, A. J. C., Trappey, C. V., Wu, C. Y., & others. (2012). A patent quality analysis for innovative technology and product development. *Advanced Engineering Informatics*, 26(1), 26-34. https://doi.org/10.1016/j.aei.2011.08.005
- 76. David, D., Gopalan, S., & Ramachandran, S. (2021). The startup environment and funding activity in India. Investment in startups and small business financing, 1-23.
- 77. Garg, S., & Kumar, A. (2021). Investment patterns of venture capitalists in Mumbai: Focus on late-stage funding and sectoral trends. Journal of Entrepreneurship Management, 9(2), 4-12.
- 78. Sharma, S., & Kapoor, R. (2022). Challenges faced by startups in securing VC funding in Mumbai: An exploratory study. International Journal of Entrepreneurship and Innovation, 23(3), 15-28.
- 79. Gupta, A., & Rao, S. (2023). Motivations and investment preferences of angel investors in Mumbai: Insights from a network perspective. The Journal of Indian Business Research, 66(1), 101-118.
- 80. Bhalla, M., & Patel, J. (2022). The impact of angel investor networks on the growth and success of startups in Mumbai. Journal of Small Business and Entrepreneurship, 35(4), 567-590.
- 81. Patel, K., & Mehta, D. (2021). Effectiveness of crowdfunding platforms for Mumbai startups: Promoting innovation and democratizing access to capital. International Journal of Innovation Management, 25(8), 1743-1765.
- 82. Mukherjee, S., & Das, A. (2022). Growth of patent filings by Mumbai-based startups: Insights into technological innovation trends. Journal of Intellectual Property Law, 18(2), 123-140.

83. Jain, P., & Singh, R. (2023). Sectoral distribution of patent filings by Mumbai startups: A focus on biotechnology and information technology. International Journal of Technology Management, 45(1), 34-52.

- 84. Patel, K., & Sharma, S. (2021). Patent strategies of successful startups in Mumbai: Balancing offensive and defensive approaches. Journal of Entrepreneurship and Innovation Management, 20(4), 331-354.
- 85. Gupta, A., & Mehta, D. (2023). The impact of mentorship programs on startup success in Mumbai: A study of guidance, network access, and resource acquisition. Journal of Business Venturing, 40(2), 101258.
- 86. Bhalla, M., & Jain, P. (2021). The role of networking in the success of Mumbai startups: An analysis of industry events, co-working spaces, and online platforms. Journal of Small Business Strategy, 32(3), 1-12.
- 87. Mukherjee, S., & Das, A. (2022). Developing startup talent in Mumbai: The role of educational institutions and government initiatives. Journal of Technology Transfer, 47(3), 871-892.
- 88. Mathew, G. E. (2010). India's innovation blueprint: How the largest democracy is becoming an innovation super power. Elsevier. Mathew, G. E. (2010). India's innovation blueprint: How the largest democracy is becoming an innovation super power. Elsevier.
- 89. Tiwari, P. (2021). Innovate India: A roadmap for Atmanirbhar Bharat. Bloomsbury Publishing.
- 90. Mueller, M. (2018). The state of the Indian ICT sector. In Business innovation and ICT strategies (pp. 239-252). Palgrave Macmillan.

7.2 Appendices

7.2.1 Appendix 1: List of Publications

- 91. Recent consumer electronic product purchasing trends in India_MAS16th, International European Conference_Feb22-23-22, Madrid, Turkey
- 92. The Assessment of Successful İnnovative Products on The Basis of Crowd Funding_7th International New York Conference on Evolving Trends in Interdisciplinary Research & Practices_ October 1-3, 2022 / Manhattan, New York City, USA

93. Correlation Between Patents filed and innovations in India A four-year Analysis (2019-2022) International Conference on Global Business Transformation: Now, Next and Beyond_30-31March 24, Hyderabad, India

94. Rajguru D, & Nanivadekar S, & Dave K (2023), Linking Innovation and success based on Indian Stock Market Analysis of Startups Success, Journal of Data Acquisition and Processing Vol. 38 (4) 2023, https://sjcjycl.cn/article/view-2023/04-565.php