



Planning in new Ventures

By Simon Barth

GRIN Verlag Jan 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, University of Mannheim, language: English, abstract: New ventures are an important driving source of wealth in societies. Small and especially young ventures have a fundamental impact on the whole economy. Activities of new ventures provide various positive effects, such as the creation of employment, contribution to technological advance, innovation and the overall competitiveness of a society's economy (e.g. Brinckmann 2008, pp. 1). It is a big challenge for founders to assure that their new ventures survive and prosper. Many aspects have to be considered and high uncertainty is faced. One question which entrepreneurial research frequently tries to answer is whether planning in new ventures is positively related with performance. Plenty of research has been done on this question with rather incomplete and inconsistent results. Rather than trying to answer the question whether planning is beneficial in a strict yes or no manner, this thesis focuses on a contingent view on the stated problem. Several external...



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