Title of thesis : Unveiling the Strategies of Successful Startups Compared to Public Expectations

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ABSTRACT

This thesis examines why public expectations regarding startup success are out of line with reality and how the popular media's portrayal, as well as perceptions from other stakeholders, contribute to the disparity. The study takes place in the context of a quatitative methods approach including a survey and the analysis of the startup strategies and identifies a major expectation realitygap thatis mainly shaped by linear public perceptions that neglect the fact that startup growth is nonlinear and iterative. However, the findings indicate that favorable media representations largely influence stakeholder expectations and consequently the misalignment between stakeholder expectations and the perceived performance of startups. Frameworks like Resource-Based View and Stakeholder Theory are used for drawing theoretical implications to explain that an effective communication and stakeholder management can act as a connector between this gap. Further, the study focuses on the role to be played in terms of education initiatives and medias' partnerships to influence realistic expectations, which in turn improves entrepreneurial ecosystem. The research has certain limitations and suggestions for the future work are delineated, finally prompting for understanding of startup dynamics and how to assist the entrepreneurs and to guide the policymakers accordingly.