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Legitimierungsprozess junger VC-finanzierter Unternehmen: Eine empirische Studie zur organisationalen Reputation (Schumpeter School of Business and Economics) (German Edition)

Siegrun Brink

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Junge Unternehmen werden als zentrale Initiatoren bei der Entwicklung bedeutender Innovationen und gesamtwirtschaftlicher Wachstumsimpulse betrachtet. Zugleich ist aber die Überlebenswahrscheinlichkeit junger Unternehmen mitunter recht gering. Vor diesem Hintergrund wird untersucht, ob die Finanzierung eines jungen Unternehmens mit Wagniskapital (Venture Capital, VC) zur Reduktion der Mortalitätswahrscheinlichkeit beitragen kann und welche Bedeutung dieser Finanzierungsform für die Entwicklung der Reputation junger Unternehmen im Rahmen der unternehmerischen Legitimierung zukommt. In Anlehnung an die bestehende Forschung zum Themenkomplex VC besteht das Ziel darin, die Erkenntnisse der wissenschaftlichen Legitimationsforschung weiterzuentwickeln und für junge Unternehmen nutzbar zu machen.

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