

MANAGEMENT PRIORITIES OF TECHNOLOGY-BASED GROWTH VENTURES IN TWO FINNISH HIGH-TECH BUSINESS CONTEXTS

Anna-Mari Simunaniemi
University of Oulu, Finland
anna-mari.simunaniemi@oulu.fi

Matti Muhos
University of Oulu, Finland
matti.muhos@oulu.fi

Martti Saarela
University of Oulu, Finland
martti.saarela@oulu.fi

Abstract:

New knowledge about growth in technology-based growth ventures is needed to strengthen business development within its context. This retrospective multiple-case study clarifies the context-specific viewpoints related to the early stages of technology-intensive companies in two cities in Finland by addressing research question: What are the management priorities of technology-intensive growth ventures in Finnish high-tech contexts? Using the sequential incident technique and semi-structured interviews, managers of ten companies were asked to describe their business growth. The study tests the applicability of a literature-based framework for the early stages of growth in technology companies and analyses context-specific viewpoints. By taking account of the context, the study provides new insights into the growth and management of technology-intensive companies and special characteristics of different high tech contexts. Moreover, the results provided evidence for the applicability of the framework in the selected contexts.

Keywords – growth management; business growth; technology-intensive companies; business contexts; sequential incident technique; multiple-case study