

Management priorities of the Generation Z Digital Service Startups

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Abstract

The starting point for this study is to lay the foundation for a comparative study on Micro-enterprises established by Z-Generation. The study focuses on digital service startups and their management priorities during the early phases of growth. The study aims to clarify the management priorities of digital service startups and to shed light on digital business development in the contexts of Finland and Brazil.

This study is designed as a cross-sectional multiple cases study. The theoretical framework is based on an extensive review of the stages of growth literature focused on service business. This study seeks to answer the following research questions: (1) How do the experiences of managers in digital startups relate to the assumptions of the stages of growth literature in Brazilian and Finnish contexts? (2) What context-specific viewpoints should be considered when devising stage frameworks in the Brazilian and Finnish contexts?

We are presenting theoretical background and data collection plan related to the study to be carried out during 2023 and 2024. Later on, the in-depth analysis of the experiences of the chosen cases will allow an analysis of the gaps between reality and the stage models and will highlight potential paths for further development of these models. GenZ entrepreneurs contribute to ambitious and interactive human-technology development and our socio-technical future. Through this study, we seek to better understand what we need to do to strengthen management skills and capabilities and to enable a human-driven digital future.

Keywords: growth management, digitalization, service business, generation Z, Finland, Brazil