

The Growth Management Priorities of Digital Service Startups – Multiple case study in the Brazilian context

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Abstract

This work aims to clarify the growth management priorities during the early growth of digital service startups in the Brazilian business context. The specific objective is to analyze the experiences of the owner-managers of the digital service startups and to reflect these experiences through a meta-analytical framework of the service business management priorities ((Muhos et al., 2017)) in order to understand the contextual characteristics. A multiple case study was carried out in nine companies, using semi-structured interviews of the owner-managers of the companies. The data was collected and analyzed using Critical Incident Technique. The study identified the critical incidents related to the growth management of digital service startups and opens the contextual characteristics of growth management in Brazil.

Keywords: growth management, digital service startups, multiple case study, Brazil