

# Chapter 1

## Literature Review

### ABSTRACT

*In this chapter the literature related to the topics discussed will be presented in a concise rather than comprehensive form. The reason is to allow the readers to progress to the main topic of discussion without delays. Also, one has to bear in mind that the topic of innovation is multi-disciplinary, and the topic of this book is extremely so. The topics presented in the literature review will present the scope of topics related to the move from start-up to a complete firm. As they encompass the main aspects related to the operation of the firm, they cover a wide area of research and threaten to distract the reader from the topic at hand. Therefore, for each of the topics presented, a skeleton of literature review will be presented mainly to offer a starting point to those interested to pursue a specific topic rather than to present a comprehensive picture of the literature.*

## **INTRODUCTION**

The purpose of this book is to describe a part in the life of firms that has received less attention than other chapters in the life of firms.

With the advent of the Start-Up firms, the growing awareness of Innovation and what it can do for the economy, researchers in academy, consultants, managers, and government officials at different levels of government develop support tools for innovation.

In other books (Porath, 2010; 2017), I have discussed the supportive tools for the encouragement of Start-Ups. Whether these are private tools such as Angel Investors, and VCs, or public tools, like national and super-national programs their impact, and contribution to the economy, as well as the start-up companies themselves, have been well discussed. My intention is not to declare that the topic of start-ups and support tools is no longer interesting for research, but rather to point to another chapter in the firm's life, that requires more attention than it has received so far. That is the transfer from a start-up to a complete firm. I deliberately do not relate to maturity, or to a specific age (counted in years and months) but rather, to the structure of the firm.

This will be further explained below.

In the literature review below, we shall start with a review regarding Start-Ups (SU), as this seems to be unavoidable. The main concern of SUs is financing their activity so the next section shall relate to the literature regarding SU financing. In order to be able to understand the changes the SU undergoes in the chapter we are discussing in this book; we shall next look at Organizational culture and Organizational culture. The literature review for all these topics shall focus on SUs, not the general aspects, in order to make the literature review as pertinent as possible to the main discussion in the book.

Other topics and sources will be mentioned in the different chapters of the book, whenever appropriate and conducive to the clarification of the discussion at a specific point. Following the maxim of a former teacher of mine: limited number of relevant sources shows the ability to right in a relevant way, a long list of scarcely relevant resources declares an ability to read.

Hopefully, the intention is clear, and it is time for execution.

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