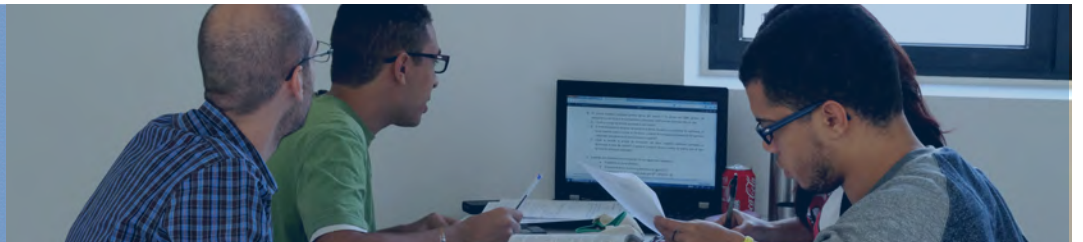




Universidad
de Alcalá



ENTREPRENEURIAL ACTIVITY AND COMPANY SIZE: BUSINESS MODELS AND BUSINESS DYNAMICS

Code
801

ENTREPRENEUR

RESEARCH AREA

Social Sciences

COORDINATOR

Fernando Javier Crecente
Romero

KEY WORDS

Entrepreneurship, SMEs,
Business
internationalization,
Business Failure, Business
Financing, Business size

AIM

- Instituciones públicas
- Empresas del sector privado
- Entidades educativas

CONTACT



fernando.crecente@uah.es
Tlfn: 5240/5151
Dpto.Economía y Dirección
de Empresas
Edificio de Económicas
Plaza Victoria, 2, 28802
Alcalá de Henares
Madrid



ABOUT US

The main purpose of this research group is the analysis of the entrepreneurial activity as well as of the business dynamics. These agents, especially SMEs as well as freelancers, are the main employment, innovation and economic growth creators. Likewise, the phenomenon of intrapreneurship will also be studied. Among the specific researches the analysis of the multiple dimensions that make up the analysis of entrepreneurs and their business dynamics stand out. Dynamics such as: strategic analysis, internationalization processes, the impact of the economic and institutional environment, the access to sources of financing, the business performance, the competitiveness or the business leadership. The presence of thresholds and differential elements of SMEs, makes necessary a quantitative and qualitative analysis of the explanatory factors of their activity, their outcomes, the efficiency of their performance as well as the evaluation of business services policies (especially, the financial ones). The value proposition of this research group is based on an eclectic approach, which brings together the multidisciplinary nature of the entrepreneurship and the business dynamics.

RESEARCH LINES

- Business dynamics and demographics Entrepreneurial activity and business failure:
- influence of the institutional environment
- Business SMEs financing
- Business strategy and culture Evaluation of government policies to support
- SMEs-entrepreneur

OFFERED SERVICES

- Diagnostics on business sectors
- Diagnostics on business viability
- Strategic analyzes

MARKETABLE RESULTS

