**LITERATURE SURVEY**

**TITLE:**”Pandemic Fuels Global Growth Of Entrepreneurship And Startup Frenzy”

**ABSTRACT:** The global pandemic has brought about a true boom in startups, as the number of new companies around the world has significantly surpassed the indicators of last year. Such a surge in entrepreneurship is being attributed to workers who were laid off and started their own businesses.

The Financial Times [reports](https://www.ft.com/content/3cbb0bcd-d7dc-47bb-97d8-e31fe80398fb), citing official state statistics, that a boom in entrepreneurship in many countries has been recorded against the backdrop of the coronavirus pandemic of 2020

**TITLE:** The Indian Startup Ecosystem: Drivers, Challenges and Pillars of Support.

**ABSTRACT:** In recent years, startups have been receiving increased attention in many parts of the world. In India, the number of startups has increased fast and more support has become available in all dimensions. This paper analyses the current state of the Indian startup ecosystem and has three goals: to provide an understanding of the growth drivers and motivations of Indian startup founders; identify challenges facing these startups; and outline the pillars in place that support them. The analysis uses data collated from semi-structured interviews with startup founders, investors, and representatives of support organisations. In addition, a survey of relevant literature strengthens the robustness of the findings.

**TITLE: “**How the Great Resignation is driving a boom in startups from more diverse founders”

**ABSTRACT:** A significant factor in this new business boom is the growing number of entrepreneurs from diverse backgrounds. Website giant GoDaddy has partnered with a number of universities on its [Venture Forward research project](https://www.godaddy.com/ventureforward/2021-national-survey-results/#4) to learn more about the people behind this change and the types of companies they are starting.

Many of the new firms fall into the category of microbusinesses. Venture Forward estimates that there are 45 million microbusinesses in the US. Around half of these are run by a single person – or solopreneurs – and around 90% have fewer than 10 employees.

**TITLE:** 5 TOP reasons why startups fail

**ABSTRACT:** Any entrepreneur knows that, in your early days, no one will hesitate to tell you that [most new businesses fail](https://www.entrepreneur.com/article/288769). It's annoying, but they're right. However, what's usually missing in the message is the *why*. Instead, there's a sense of inevitability. Starting a business is hard, so of course, most of them fail, right?

But in my experience, there are specific reasons startups most often fail. Recognizing them and preparing for them dramatically shifts the odds in your favor. I've built my business around partnering with healthcare entrepreneurs to avoid these pitfalls — so far with a record of 6-0, with three new ideas coming to life.

**TITLE:** Success and risk factors in the pre-startup phase

**ABSTRACT:** Why does one person actually succeed in starting a business, while a second person gives up? In order to answer this question, a sample of 517 nascent entrepreneurs (people in the process of setting up a business) was followed over a three-year period. After this period, it was established that 195 efforts were successful and that 115 startup efforts were abandoned. Our research focuses on estimating the relative importance of a variety of approaches and variables in explaining pre-startup success. These influences are organized in terms of Gartner’s (Academy of Management Review 10(4), 696–706 [1985]) framework of new venture creation. This framework suggests that start-up efforts differ in terms of the characteristics of the individual(s) who start the venture, the organization that they create, the environment surrounding the new venture, and the process by which the new venture is started. Logistic regression analyses are run for the sample as a whole as well as for subgroups within the sample, namely for those with high ambition vs. low ambition and for those with substantial vs. limited experience. The results point to the importance of perceived risk of the market as a predictor of getting started vs. abandoning the startup effort.

**TITLE:** The socio-cultural environment for entrepreneurship

**ABSTRACT:** The purpose of this study was to explore entrepreneurial intention and its determinants: in the case of Woldia University graduating students. To achieve its objectives, the study employed a descriptive and explanatory research design, and in the study, a cross-sectional study was conducted through a mixed research approach. The target population of the study was 223 regular first-degree 2018 graduating students of Woldia University, Management Department, and their instructors in the study area. The sample size was 143 respondents. The study result showed that majority of the respondents did not plan to start their own knowledge-based business. This was essentially due to the lack of competence in transforming ideas in to practice and commercializing it to create their own business. Correspondingly, prodigious attention should be given to have an entrepreneurial orientation in the contents and methods of teaching at all levels of education systems primary, secondary, and higher educational institutions and use different awareness-raising mechanisms in the country.

**TITLE:** American Journal of Small Business

**ABSTRACT:** American Journal of Business (AJB) provides researchers with an avenue to make significant contributions to key issues in business. The journal encourages ground-breaking submissions that lay the foundation for continued investigations.

AJB provides researchers with opportunities to tie current trends in business, research and practice together through rigorous research methodologies. In-depth perspectives are offered by leading business professionals and by business school deans through the Dean's Forum

**TITLE:** Who is an entrepreneur? is the wrong question. American journal of small business

**ABSTRACT:** Entrepreneurship is the creation of organizations. What differentiates entrepreneurs from non-entrepreneurs is that entrepreneurs create organizations, while non-entrepreneurs do not. In behavioral approaches to the study of entrepreneurship an entrepreneur is seen as a set of activities involved in organization creation, while in trait approaches an entrepreneur is a set of personality traits and characteristics. This paper argues that trait approaches have been unfruitful and that behavioral approaches will be a more productive perspective for future research in entrepreneurship.

**TITLE:** Marketing Research: An Applied Orientation, 5/E. Pearson Education India, 2008

**ABSTRACT:** The content of this 3rd edition marketing research textbook is practical and up to date and is based on an applied and managerially focused approach. Australian an New Zealand research and examples have been thoroughly intergrated into every chapter

**TITLE:** Machine Learning Prediction of Companies’ Business Success”

**ABSTRACT:** Predicting the success of a business venture has always been a struggle for both practitioners and researchers. However, thanks to companies that aggregate data about other firms, it has become possible to create and validate [predictive models](https://www.sciencedirect.com/topics/computer-science/predictive-model) based on an unprecedented amount of real-world examples. In this study, we use data obtained from one of the largest platforms integrating business information – Crunchbase. Our final training set consisted of 213 171 companies.