Patterns of Capability Building in New Ventures: The Role of Digital Technology Affordances

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Research-in-Progress

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Abstract

Technology affordances of social media, mobile technologies, analytics, and cloud computing are used by entrepreneurs to create new ventures and to innovate. New ventures are vulnerable in the early stages of their lifecycles, and so often try to connect to entrepreneurial ecosystems with an ensemble of actors, to gain access to shared pools of resources such as those available in university incubators. This paper examines the use of digital technology affordances to develop important new venture capabilities. We use a case study method and a configurational approach (i.e., fuzzy set qualitative comparative analysis) to identify how combinations of technological, organizational, and contextual factors interact in the ideation and development stages of new ventures as they develop various capabilities. In this way, we examine technology-enabled patterns of capability building.

Keywords: Digital Technology Affordances, New Venture Ecosystems, Configurational Approaches, Dynamic Capabilities, Affordance Theory