

Factors Influencing the Success of Technology Startups in Vietnam: A research model development

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ABSTRACT

The current wave of technology-based startups is rapidly growing, significantly contributing to national development. A small proportion of these enterprises achieve success, while many face difficulties during their growth phase or ultimately fail. Several scholars have conducted studies on factors affecting the success of startups in Vietnam and globally. There remains a limited number of domestic and international studies specifically focusing on the success factors of technology startups in Vietnam. This paper aims at developing a research model to identify key factors influencing the success of technology startups in Vietnam. Quantitative research with the desk research method is used to review and get a profound background to recognize the factors influencing on the success of technology startups that including (1) Technology Monitoring, (2) Knowledge Absorptive Capacity, (3) Perceived Performance, (4) Customer Satisfaction, (5) Stage-based Funding, (6) Innovation and Startup Ecosystem, (7) Innovation and Startup Culture, (8) Government Support, (9) Extensive Networking, and (10) Leadership Team Competency.

JEL Codes: L26, O33, M13

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