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Appendices

Appendix A: Key Word Search done

Management Challenges,
Startups,
Entrepreneurship,
Initial Setup,
Growth Phase,
Profitability,
Run the Business,
Sustain the Business,
Startups in India,
Venturing into Startup,
New entity,
New Ventures,
Technology startups,
Growth of Technology startups,
Government initiatives,
Government policies,
Startup incubators,
Technology Services Startups.
Appendix B: Invitation to participate in management research work questionnaire

Dear _____,

My name is Ms. Ashwini Skumar and I am a student at the Jain University, Bangalore working on a Doctor of Management program. I am conducting a research study entitled “Management Challenges in Information Technology services Startups: An Exploratory Study”. The purpose of the research study is to explore the lived experiences of entrepreneurs and organizational leaders who had lived experiences within successful or failed startup organizations and to examine how the critical success factors contribute to the successful startup phenomenon.

The study will include a deeper understanding of IT Services startups in India and perceptions of participants regarding the following critical success factors: phenomena in various perspectives as below is required for successful management of the enterprises:

• Planning: Clarity in Business, Strategic, Tactical & Operational vision
• Resources: Leadership Team, Finance, Customers, Services, Government Policies
• Business Plan Execution: Creation, Survival, Rapid Growth and Exit Strategy

The interview process will take no longer than 1 hour of your time. The interview is strictly voluntary and if you are willing to participate in proposed study, please fill the following demographic questionnaire and send me at ashwini_skumar@hotmail.com

Instructions: Please respond to each of the following demographic questions:

1. Number of years experienced with Information Technology services startups ________
2. Number of Information Technology services startups worked ________
3. Number of Information Technology services Startups achieved success ________
   a. Number of Information Technology services Startups went to IPO ________
   b. Number of Information Technology services Startups got acquired for profit to stakeholders ________
   c. Number of Startups went to IPO ________
   d. Number of Startups got acquired for profit to stakeholders ________