

## **P30 - Corporate-startup collaborations: Motivations, challenges, and success factors**

### 13. TECHNOLOGY-BASED ENTREPRENEURSHIP

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**Track summary:** Partnerships between large, established organizations and emerging startups are now well recognized in the entrepreneurship and innovation literature. This is a mutually beneficial relationship: startups bring speed, ideas, and technologies whereas corporations provide access to capital, expertise, and infrastructure. However, misconceptions abound about the motivations, rewards, and challenges associated with these types of partnerships. Recognizing the potential benefits and the clearly asymmetric nature of these relations, this track aims to advance the current discourse on corporate-startup collaborations and, in particular, on: (1) how corporations can better engage with their external startup ecosystem; (2) how are these collaborations initiated, managed, and monitored over time, and (3) what is the role of intermediaries (e.g., accelerators, incubators, and science parks) in facilitating their formation. We expect contributions to this track not only to enhance our conceptual understanding and/or provide empirical evidence on the dynamics of corporate-startup collaborations, but also to inform practice on how startups and corporations can effectively work together to address emerging business and societal challenges, such as digital transformation, automation, and sustainability.