

Strategic planning and management practices of startup managers

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Number of startup companies with innovative ideas are growing fast in the last few years. These companies offer business solutions that fits perfectly in our rapid world. According to ESM (2016) study companies with quick adaptability to 21st century market changes and higher expectations are necessary. Dynamic technical and technological development and the arrival of digital age are supporting innovative company forms. The goal of this research is to investigate the strategic planning and management practices of startup companies focusing mainly on certain elements of manager behaviour. During the research qualitative B2B manager in-depth interviews were made. In the research owner-manager of 13 startup companies participated from three countries (Hungary, Belgium, Romania). Concerning startup managers mindset, strengths and areas to be developed were explored in our study. We established that those startups are more successful and committed which core values were defined when the company was founded. Startup managers could be more effective if their daily activities focus on long-term strategic planning.

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