

Research Study on Entrepreneurial Pivoting and the Impact of Technology

Introduction

Entrepreneurship is the process of launching and running a new commercial venture and entrepreneurs are the people who work under uncertainty while exploring new opportunities. Technology entrepreneurship continues to drive economic growth through leveraging new technologies and especially in the era of digitalization. During the entrepreneurial journey, entrepreneurs may change their direction from the original path and thereby pivot. Indeed, pivoting is defined as a structured course of correction by the startup to sustain and grow in the market. Eric Ries¹ explains pivoting in his book called *The Lean Startup*. Therefore, this research study is focused on understanding how high-tech entrepreneurs successfully pivot as part of the entrepreneurial journey. The study also focuses on understanding the role of technology in pivoting.

Research project

Mr Pavan Kumar Sala is researching this topic at the [Nathu Puri Institute for Engineering and Enterprise](#) at London South Bank University (LSBU), under the supervision of Professor Simon Philbin and Dr Safia Barkzai. The title of the doctoral research project is as follows: ‘Understanding how high-tech entrepreneurs successfully pivot as part of the entrepreneurial journey’. The study will be conducted in the UK on how high-tech entrepreneurs experience pivoting and the impact of technology on the process of pivoting.

Survey and interviews

Pavan has already obtained ethical approval from LSBU to conduct the survey and interviews to support his research study. He is now looking for participants suitable for this research. If you are involved in tech startups in the UK and have experienced pivoting in your entrepreneurial journey, please consider whether you would like to participate in the research study and contact Pavan at the email address below. The survey will be conducted online, and interviews can be carried out face-to-face or remotely (e.g. via Skype). All the details collected from participants will be kept confidential and anonymous.

Contact details

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¹ For an introductory summary of ‘The Pivot’ see:

<https://www.fastcompany.com/1836238/how-eric-ries-coined-pivot-and-what-your-business-can-learn-it>