Entrepreneurial Growth in Mature Industries

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Abstract

The objective of this paper is to illustrate on one hand the implications of developing entrepreneurship in mature and declining contexts, where it is necessary to highlight the link between maturity, entrepreneurship and resources. In this perspective, we developed a clear cut methodological procedure to follow when identifying new business opportunities and when implementing an entrepreneurial strategy for the success of the firm.

On the other hand, this paper reports the results of introducing this methodology in the teaching during the class of entrepreneurship during the fifth year course of Entrepreneurship of our University, where the students had to develop a business plan for their own start-up. In this perspective, the objective was to see how they applied this methodological approach and how this was useful for understanding the key elements of success for their new venture.