
Managing growth of university-based entrepreneurial venture: A Case study from Thailand

Sutti Sooampon

Faculty of Administration and Management
King Mongkut Institute of Technology Ladkrabang, Thailand

Keywords

Academic entrepreneurship, Entrepreneurial venture, Case study

Abstract

This study investigates the growth stage of an entrepreneurial venture born within Thai university. The aim of study is to explore the future growth strategy which is formulated by the entrepreneurial team and at the same time influenced by the institute's administrators. Single case study approach was used to explore the growth of dental school's internal venture aimed to produce low-cost pharmaceutical supplies. The interview data was matched with relevant entrepreneurship literatures to build theory from case study. The case evidence shows a clash in terms of growth strategy preferred by the parental organization and departmental-level entrepreneurial team who founded the venture. The dental school's administrators expect their internal venture to be fully commercialized and spinned-off according to typical academic entrepreneurship scheme. Differently, the entrepreneurial team prefers keeping the departmental venture inside to serve their socially entrepreneurial motivations with modest growth. These findings imply that further works from different schools of thought are needed to understand the growth of university-based entrepreneurial venture. At parental organization, the university's management development scheme thus has to incorporate such differences to move its internal venture forward for sustainable growth.
