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Start-ups and Investors' Intention: Does Social Media Marketing Create Value?

Bharti Rajpurohit
MBA student
Ganpat University - V. M. Patel Institute of Management

Jayesh Patel*
Associate Professor
Ganpat University - V. M. Patel Institute of Management
jayesh.patel@ganpatuniversity.ac.in

Vidhita Sinha
Assistant Professor
Ganpat University - V. M. Patel Institute of Management

Abstract

This research aims at investigating the relationship between the social media marketing of startup and investor's investment intention. The theoretical framework was grounded in the literature of investor's behaviour and their interaction with the social media for the investment procedure and decision. E-mail survey was administered using the link appending structured questionnaire. 213 usable responses were analysed using multiple regression analysis to test the hypothesis. Findings of the research revealed that awareness, trust & perception about start-up created from the social media marketing of start-ups have a positive influence on the intention of investors to invest in the start-up. In contrast, engagement of investors with the start-ups on social media has not been found to influence the investors' intention to invest in the startups.

Keywords: Social media, Start-ups, Engagement, Intention to Invest, Crowdfunding

Introduction

In recent times, the use of social media has not only been confined to individuals. It has also percolated to organizations at large, who use it extensively too, thereby increasing the scope and usage volume of social media (Sihi & Lawson, 2018). Notably, due to this widespread proliferation, organizations find it easier to integrate new ideas and methods to reach their target audience (Lee, Olson & Trimi, 2012). In 2010, when social media was still at its early staged, Kaplan & Haenlein (2010) defined it as: "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content." Social media platforms (e.g. Facebook, Twitter, Instagram, LinkedIn, Pinterest, Wikis, video sites like YouTube etc.), termed otherwise as Web 2.0 have enabled organizations to gain new insights and knowledge, which in turn has led them to explore various collaborative possibilities with stakeholders that include employees, customers and suppliers alike, creating incremental value in the process (Muninger, Hammedi & Mahr, 2019). Moreover, the use of mobile and other web-based technologies for social media in the form of “collaborative projects, blogs/micro blogs, content communities, SNS and other virtual worlds” has been constantly helping users (both organizations and individuals) to expand the spheres of “marketing influence and reach” (Virtanen, Björk and Sjöström, 2017).

Organizations, regardless of their size have all incorporated social media to help them in 'creating' and 'exchanging' user-generated content (Obar & Wildman, 2015). Roberts & Piller, (2016) through their study in fact, have given some numbers in these lines. They stated that from user-generated content, around 82% of organizations have adopted social media in order to accelerate their innovation process. For example, Nike® used insights from social media to enhance product design; Ipsos® likewise, has used social media content as an input for virtual product testing; while Innocentive® has used inputs generated from social media to develop crowdsourcing platforms (Dahlander & Wallin, 2006; Muninger, Hammedi & Mahr, 2019).

The credibility of 'social media marketing' (SMM) lies in its effectiveness in achieving an organization's objectives and goals (Chahine & Malhotra, 2018). Given the fact that multiple social media platforms prevail today, little has been studied in terms of the extent of value that has possibly been created for the specific organization (specifically startups) that has chosen to adopt SMM. Considering the ambiguity of whether benefits of promoting firms over internet outweigh its costs, this study looks to add to literature, investigating investors' reactions towards use of social media marketing by firms in general and with special focus on start-ups. Specifically, this study aims to understand the impact of Social Media Marketing of start-ups on investors.

The remainder of this paper is structured as follows: next section outlines relevant literature, followed by research methods used and data analysis. Finally, implication for each hypothesis is discussed, along with limitations and future scope of the study.

Review Of Literature

Spender et al. (2017) referred to start-ups as “a company, a partnership or temporary organization designed to search for a repeatable and scalable business model” (Blank, 2010) (p.4). Given that start-ups have now become the driving force, especially of all emerging economies, it is crucial to emphasize how strongly start-ups effectively form a relationship with external partners, which in turn, determines their success (Kask & Linton, 2013). As we know, start-up firms have little or no operating history, and thereby face numerous challenges, like access to critical resources, such as human, finance and technology (Benzing, Chu & Kara, 2009). According to the Brunswick Group's annual Digital Investor Survey (2019), digital usage among investors for getting awareness is now ubiquitous, with 98% reporting that they use digital sources to investigate and conduct research. Moreover, most of the investors (88%) are making decisions based on information they have got online.

Notably, a winning strategy for attracting greater number of investors for funding is to generate awareness among them, while making them understand about how innovation would be instrumental in making the society (at large) prosperous. It is primarily with this objective that the reliance of start-up firms on social media marketing has increased significantly, which aims to make investors, specifically venture capitalists (hereafter VCs) understand the innovation process, and predict the risk involved therein.

Intention to invest

A novel perspective of relying on social media mechanisms for the purpose of crowd funding activity for e-commerce has started surfacing in practice (Beier & Wagner, 2015). The significance of online communication, inclusive of frequent information exchange and media richness to leverage the success of funding and offline communication was found to have a fragile impact on the overall success of crowdfunding.

Findings indicated that to leverage fundraising success, high frequency of project updates & high media richness in the project presentation are important.

Greenwich Associates (2015) revealed that investors generally consume information communicated through social media, which in turn, does seem to have a positive influence on their investment decisions, pulling in a lot of funds for investment. Barber & Odean (2015) on the other hand, claimed that the internet poses a great challenge in creating illusion of knowledge to the investor that bolsters their on-line confidence. Later, Yang, Lin & Y (2017) studied the phenomenon of how sentiments of investor in stock market are affected by the production and distribution of information on media and by media.

Investor awareness

Azhar (2017) defined investor's awareness as "the amount of knowledge generated about the start-ups due to social media marketing used by a start-up." According to Sumathy & Narmadha (2014), the choice and decision-making pertaining to investment is often based on the investor's awareness and knowledge of options present in the market. Further, McCann & Barlow, (2015) studied the use and measurement of social media for SMEs. They found evidence that the firms' active presence and information sharing on social media does lead to increased market value, while influencing the investors' investment decisions.

It may be relevant to note herein that start-ups in contrast to more established businesses do lack in many of the traditional physical assets. For instance, history of a steady cash flow, which in effect is a commonly-used parameter to evaluate an avenue for investment. However, as start-ups are unable to provide this information, it poses a substantial challenge to investors when they look to evaluate them (Shane & Cable, 2015). Moreover, information on a particular start-up through social media does lead investors to becoming more aware of its nature of business, initial source of funding etc. However, as noted earlier, there seems to limited studies in this regard, especially in the context of a developing nation (e.g. India). Nevertheless, if this gap could be minimized, it would significantly help investors in thoroughly evaluating start-ups. It may be pertinent to introduce Musonera & Werber's (2018) study herein, as they determined that investors' awareness does enable decision-making, especially among those, who possibly aren't as 'highly educated', as well as those, who're committed to long-term financial decisions.

Jin et al. (2017) pointed out how social media activities influence funding outcomes through addressing challenges faced by venture capital firms and angel investors. It helps in (1) information access to the existence of parties in the marketplace, and (2) shortening the costly search process to identify a possible choice set. Furthermore, it may be noted that awareness created through social media can alleviate problems of awareness by broadcasting information about the existence of start-ups seeking financing to potential investors; and by offering an additional channel of information for investors to evaluate start-up quality through their social media activities. Based on discussion above, we hypothesize:

H_1: Investor awareness through social media marketing of start-ups is positively related to investors' intention to invest in the start-ups.

Engagement

McLoughlin, (2018) stated that social media marketing helps in getting connected with investors through engagement. Generally, investors want information immediately, and smartphones have put the internet into people's pockets that offers quick access mode to engage investors. Zhang et al. (2017) looked to quantify the fund-raising success with the level of social engagement. They suggested that social engagement usage leads to start-ups' fund-raising success through effective use of metrics of social engagement, such as Angel list followers, and Facebook posts, which effectively seem more crucial than other matrices for successfully raising funds. Additionally, it may be noted that even the text length of a firm's description also leads to success of start-up fund raising. Earlier, Palanissamy (2014) explained that social networking becomes increasingly important to investor engagement activities, strengthening investor relations, which in turn, helps in proving competitive advantage to start-ups, as opposed to traditional new entrants.

Dash & Sharma (2017) revealed that growing interest in investor engagement has aligned the continued advancement of the internet and the inception of novel digital tools and technologies leading to the attention of the investors. Yang et al. (2017) studied that start-ups, which are keeping the users better engaged and active, have been able to raise higher funding in total. The reason is that the start-up's social media content has been perceived as interesting, thereby helping in pulling in more visitors, who gradually engage in conversations, which in turn, motivates them to like and share the post. Hence, it would be important to share the content that is valuable to enhance the attention, and stimulate visitors to share content and begin a discussion thereof. When such posts do gain more shares, likes and comments, it has the possibility to reach a larger audience, induce greater attention span in the process. Based on the discussion above, we hypothesize:

H_2: Engagement through social media marketing of start-ups is positively related to investors' intention to invest in the start-ups.

Trust

Trust has been defined as "the willingness of a party to be vulnerable to the actions of another party" (Harris & Goode, 2015). When investors have a high level of trust with a start-up, its reputation gets stronger. Social media marketing does not just deliver information to investors; it essentially develops trust among investors for the start-up. Bilici (2018) showed that social media activities do have a positive effect on value creation practices, raising 'brand trust' in the process.

Pevzner et al. (2013) investigated how the level of trust is actually impacted by information conveyed by firms via financial disclosure, and how 'societal trust' specifically is affected by corporate earnings announcements. Their findings showed that to evoke stronger investor reaction, financial disclosures are often recognized as being more trustworthy by investors. Bammens & Collewaert (2014) indicated that portfolio performance of a company is assessed more positively by angel investors when they perceive high trust in the particular company. However, these effects are partly arbitrated by the quality of information exchange that takes place between both parties. Notably, the quality of information exchange between start-ups and investors may be enhanced with the help of social media marketing, leading thereby to high level of trust and investors' actions.

Bottazzi et al. (2011) found that investment decisions of venture capital firms are significantly affected by trust when other variables are controlled; for example, differences in information, languages and legal systems, geographic controls and taste-based preferences. Roos & Klabunde, (2017) explored the manner of progress of trust among investors, start-ups & entrepreneurs; they stated that the outcomes of their communication do affect the investors' actions. In fact, according to them, the very foundation of any business relation is 'trust', in the absence of which, investors would not want to invest. Authors have found that there are perks for investors in terms of returns when there is trust among the entrepreneurs and start-ups. Based on the discussions above, we hypothesiz:

H_3: Trust in start-ups is positively related to investors' intention to invest in the start-ups.

Perception about start-up

Perception has been defined as "a process by which people regard, analyse, retrieve and react to any kind of information from the environment" (Sowmya & Reddy, 2015). In this study's context, it refers to the way investors receive information, process and develop an action plan thereof. Morkovina et al. (2015) found that effective selection and placement of start-ups on e-platforms does create a perception about the efficiency of resource utilization, and the start-up's organizational, juridical, and marketing capabilities of innovation, as well as the firm's scientific and technical potential and financial conditions.

Generally, start-ups begin their engagement with social media with the objective of wooing investors by providing relevant information (Sindhu & Kumar, 2014), which goes on to shape a prospective investor's perception. Interestingly, Ro, Maxwell & Carson (2014) stated that it is not clear that using social media to communicate financial information is perceived positively or negatively or will be perceived non-identical of traditional sources. Adopting social media for diffusing financial information would lead the perception about the start-up firm being innovative, forward thinking, and transparent.

Bernstein, Korteweg & Laws (2015) looked to identify some specific start-up characteristics that are significant for investors to construct a perception about an early-stage firm. These characteristics include the very 'idea' of the start-up; its 'past experience' if any, especially of its entrepreneur/s; the amount of money that the start-up is looking to raise, vis a vis the amount raised till date, along with the start-up's 'traction' (such as user growth & revenues). In fact, the 'background' of the founding team (e.g. prior work experience, college, or entrepreneurial background), along with the knowledge of current investors (if any) is also paramount. Based upon this discussion, we hypothesize:

H_4: Perception created by social media marketing towards start-ups is positively related to investors' intention to invest in the start-ups.

Methodology

Sample

This study's target population were investors and venture capitalists, associated with financial services firms, incubation centers etc. We administered a structured questionnaire via e-mail, and collected data. Further, we used convenience sampling as our method of study. Notably, the questionnaire was sent to 321 investors, out of which, we received 231 complete responses. As per the recommendation of Hair et al. (1998), 10 observations per item are practicable; while in this study, we used 19 items. Therefore, the minimum sample size for the study was 19*10 = 190. However, study used 213 start-up investors as respondents which is appropriate sample size.

Importantly, in terms of demographics, while 59.6% were men, 40.4% included women. Further, 81.2% were young adult investors, with about 80% having 2 - 5 members in their family. 90.1% of the respondents were either graduates or post-graduates, while 84% had a total monthly income of more than INR 60,000 (about $800).

Furthermore, we noted that both Twitter & LinkedIn were the primary social media platforms on which investors were active. New information shared by the start-up on different social medias and discussing issues and concerns are the most liked tactic by the investors. 47.9% of the respondents had already invested in start-ups before, while 52.1% had never invested in start-ups. Some of the areas/industries that garnered most investments included e- commerce, medical & healthcare, along with both education and ed-tech firms with 21.6, 21.6 & 23% of the respondents.

Measures

Table 1 depicts the scales with items and the sources from which they have been adopted. All the statements were measured on five-point Likert type scale, anchored with strongly agree (5) to strongly disagree (1). Moreover, reliability of scales was computed to examine the internal consistency of items within the scale. For this, Cronbach alpha has been calculated to establish the reliability. Table 1 also shows that alpha values of all constructs were well above 0.7 (Cronbach, 1951) indicating that scales are reliable thereof.

Table 1. : Scale items and reliability statistics

Factor	*Items*	*No. of items*	*Cronbach alpha*
Awareness (Ali, 2015)	I come to know about the start-ups due to Social media marketing I understand the technology of start-up due to Social media marketing Social media marketing has increased my financial knowledge about start up	3	0.897
Engagement Seth (2016)	I feel connected with the start-up due to Social media marketing I like participating in activities conducted on Social It allows me to get connected with start up I feel emotionally bonded to the start-up due to Social media marketing	3	0.873
Perception about start-up (Seth, 2016)	I think that the start-up will be right investment choice that I have been exposed on Social media I think that investing in start-up will be highly rewarding that I've been exposed on Social media I think that the start-up has a great potential that I've been exposed on Social media I think that investing in start-up will contribute in social and national development that I've been exposed on Social media	4	0.879
Trust (Ali, 2015)	I think that the start-up will be trustworthy that I have been exposed on Social media I think that the start-up will be financially sound that I have been exposed on Social media I think that the start-up will be able to achieve promise made by it that I've been exposed on Social media	3	0.806
Intention to Invest (Seth, 2016; Ali, 2015)	I would like to invest in the start-up that I trust I would like to invest in the start-up for which I feel engaged on social media I would like to invest in start-up about which I am completely aware I would like to invest in start-up for which my perception is positive	4	0.822

DATAANALYSIS

In accordance with the hypotheses developed in the literature review section, we considered the investors' intention to invest as dependent variable, while four variables that included awareness, engagement, perception about start-up and trust were considered as independent variables. The summated scores of all IVs and DV were considered as input data in SPSS 20.0® version. Importantly, our study revolved around measuring the relationship between social media marketing of start-ups and investors' intention to invest, and therefore, we assumed that multiple regression analysis was most appropriate, as all variables were measured on metric-level data.

Furthermore, we used the Enter method to feed all IVs together. Notably, the model was found to be significant [F (4, 208) = 39.526, p < 0.000] indicating the fitness of the model (Table 2). The percentage variance explained by this model was 0.432, i.e. 43.2%. In fact, it concludes that intention to invest among investors is explained up to 43.2% by all these four independent variables.

Table 2. : Model-fit statistics for intention to invest

Model	*Sum of Squares*	*Df*	*Mean Square*	*F*	*Sig.*
Regression	1006.493	4	251.623	39.526	0.000*
Residual	1324.123	208	6.366		
Total	2330.616	212			

Note: *significant at p < 0.005 level; *R-square* = 43.2%.

Table 3. : Regression analysis for intention to invest

Variables	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	2.323	0.749		3.100	0.002		
Awareness	0.264	0.074	0.251	3.584	0.000*	0.558	1.792
Engagement	0.231	0.094	0.165	2.457	0.15	0.607	1.648
Perception about start-up	0.318	0.102	0.217	3.116	0.002*	0.565	1.770
Trust	0.258	0.088	0.188	2.936	0.004*	0.666	1.502

*Note: *significant at p < 0.05 level, VIF= Variance Inflation Factor*

We also noted that the all the IVs have *Variance Inflation Factor (*VIF) values lower than five, indicating thereby the absence of multi-colinearity in data (Hair et al. 1995). Table 3 shows that *awareness* (t = 3.584; = 0.074, p = 0.000)*, perception about start-up* (t = 3.116; = 0.102, p = 0.002)*, & trust* (t = 2.188; = 0.088, p = .004) were all significant determinants of the intention to invest. The relationship was noted to be significantly positive. However, *engagement* (t = 3.116; = 0.216, p = .0.15) was found to be insignificant.

FINDINGS & DISCUSSION

Understanding the relationship between social media marketing of start-up and investors' intention to invest is essential. The findings of the hypotheses testing have been summarized in Table 4, suggesting that apart from engagement, all hypotheses were significant.

Table 4. : Summary of results

Study variables	*Intention to invest*
Awaren ess	Supported
Engagement	Not Supported
Perception about start-up	Supported
Trust	Supported

The study found that investors' awareness was possibly the most significant variable influencing the intent to invest. A plausible reason for the same could be that most investors belonged to Gen Y and X; they are tech savvy and open to new ideas, and are also available on all social media platforms (Virtanen, 2017). Further, it is believed that investing in a start-up is being innovative, as well as risky; both Gen Y and X seem to have greater risk appetite, are available on social media platform, and are thereby ready to invest in start-ups. Start-ups should thereby look to communicate and build content that consists of concepts, technology and financial predictions over social media. They should also present their work practices and other operationalities over social media to reach out to more investors, and build adequate awareness about their innovation.

Investors seek information about a start-up while contemplating about their investments. Social media marketing does provide them with the right information at the right time (McCann & Barlow, 2015), which effectively helps to put start-up within the 'consideration set' of investors. Importantly, the fundamental incentive to buy for the investors is the 'return'; and this should be articulated logically by the start-up with all relevant and supportive information, including expenditure and revenue streams (Liang & Yuan, 2013).

Perception about a start-up is the point of view of investors about the start-up through social media marketing. We did note a positive relationship between the investors' perception vis a vis their investment decisions. Effectively, investors receive information, analyze and interpret it, and then make their investment decision (Morkovina at el., 2015). Notably, when an investor is exposed to the marketing practices of start-ups on social media, it develops a positive perception. Moreover, innovative ideas, differential impact of the start-up in terms of economic development, its impact on social development etc. are some of the other key aspects leading to positive perceptions about start-ups.

Trust is the kind assurance investors have in the start-ups built by social media marketing. Start-ups provide investors with assurance that the investment decision in their start-up would be trustworthy, and that there is no risk in investing (Bottazzi at el, 2011). Therefore, it may be right to assume that there is a significant positive relationship between trust and investment decisions.

Recently with the success of Indian start-ups like Filpkart, Swiggy, Paytm and Byjus greater number of investors have been enticed to invest in start-ups in Educational, E-commerce, medical and healthcare sectors, which have been found to be the most liked investment sectors by the investors (Ro, Maxwell & Carson, 2014). The probable reason for the interest in the education and the healthcare sector is that innovative ideas in these fields do lead to not only social and national development, but also foster the feeling of contribution towards socio- economic development among investors. Thus, it may be opined that start-up firms should leverage the societal marketing quotient to build trust. Further, they should look to promote the educational details, competences of the founding team in addition to their previous achievements, which all could go on to act as a helpful tool in further enhancing the credibility of the team.

Engagement is the connection between investors and start-up on the social media platforms. Interestingly, when a decision is about making investments of a significant amount in the start-up, engagement has been found to non-significant. Hereby, investors primarily focus on facts and figures, and thereby emphasize more on returns of their investment (Zhang et al. 2017).

MANAGERIAL IMPLICATIONS

This study described the influence of social media marketing of start-ups on investors. So, it may be helpful for start-ups to understand the significant factors that influence investment decisions. The study makes them understand ways of improvising their current practices for attracting and persuading investors to make investments. Further, it also provides important insights to managers of new ventures or start-ups that social media can be an effective tool that provides both knowledge and information to facilitate investment (de Zubielqui & Jones, 2020). Notably, information in the form of learning does have great practical relevance for start-ups, promoting their business idea, while attracting investors for fund raising.

LIMITATION & FUTURE SCOPE

The study does have its limitations, which could be used as a future scope. This study used cross-sectional data in measuring the investors' intention; a longitudinal study may be framed in order to gauge the actual investment in start-ups. Future researchers could also add more relevant constructs in order to expand the understanding of investors' intention.

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Ganpat University
॥ विद्यया समाजोत्कर्षः ॥
Centre for Advanced Research Studies

Excelling Research and Development

Ganpat University Center for Advanced Research Studies

Ganpat University strives to promote teaching and research in emerging areas in Engineering & Technology, Pharmacy, Management, Computer Applications, Science, Social Sciences & Humanity, Architecture, Design & Planning etc. GNU-CARS has been established to promote excellence in research at University by supporting research programmes through financial assistance and incentive to the faculties and students.

Schemes for faculties & students:

Major Research Project
Maximum of Rs. 3 lakh per project for maximum of 3 years

Minor Research Project
Maximum of Rs. 1 lakh per project for maximum of 1 year

Organization of Conference/Seminar/Workshop
Maximum of Rs.50,000/- per program

Participation in Conference/Seminar/FDP Regional & National
Employee: 100 % Travelling cost & Registration fee up to Rs. 6,000
Students: 100 % Travelling cost & Registration fee up to 50 % or Rs. 500/-

International
Employee: Travelling cost & Registration fee up to Rs. 75,000/-

Publications of Research Papers/Books
Paper Publication in Journals included in SCOPUS & WEB OF SCIENCE: Rs. 5000/-
Paper Publication in Journals included in CSIR, Pubmed, Indian citation Index, Thomson & Reuter, Science Direct, Elsevier, Emerald, Proquest, Taylor and Francis: Rs. 3000/-
Paper Publication in Journals included in UGC: 2000/-

Publications Book or Book Chapter
Book Chapter up to 5000/-
Text Book: INR 15,000/-
Reference Book: INR 30,000/-

Patent Filing
Full Financial Assistance including Patent Attorney charges

Incentive from the grant received through Sponsored Research Projects
10% of total amount received as a Grant to the employee

Faculty of Management Studies (FMS) »

Ganpat University | Faculty of Management Studies
॥ विद्यया समाजोत्कर्षः ॥

About Faculty

FMS constantly attempts to convert students' expectations into realities through internships, real-life experiences, business simulations, practical learning. Apart, persona attention for affordable career preparation through learned faculties, well-blended research approach and industry-oriented academic culture with vibrant campus life are the value proposition bundled in the core of offerings.

List of institutes

- V. M. Patel Institute of Management
- Centre for Management Studies & Research
- V. M. Patel College of Management Studies
- GNU-NSE Skills centre for Capital Markets
- GNU-Victoria University Collaborated Programmes

Pioneering initiatives

- First to offer sectorial specialization with functional specialization in Gujarat
- First to offer industry focused BBA/MBA programmes in Healthcare, Agriculture, Capiatal Markets, Retail and other services domain in Gujarat
- Started executive MBA programme to cater the needs of banking industry
- Pioneer in networking with foreign universities to give global content & exposure
- First to practice block module delivery as a part of teaching pedagogy

Key Achievements

- Received an award for being the institute offering most promising PG Program in Agribusiness by ASSOCHAM during 12th Global FAD-2018
- Received an award for the category Innovation in Building Academic & Industry Interface in the 7th DNA Innovative B-Schools Awards in 2015

10 Good Reasons to Choose For

22 Years
of educational experience

90%+ Placement
Track Record by Dedicated Placement Cell

Faculty
Publications
in Top Rated Journals
(Scopus & ABDC Listed)

30000+ Books
in Library with Online Databases

Intensive Industry
Interaction

6300+ Alumni
Serving Various Sectors

Only Faculty
Offering
Programmes Catering
Rural and Urban sector needs

Diversified
Specializations
as per Industry Needs

Awards to Faculties & Students
72 Best
Research Paper

Will Blended Eco-system to foster
Employable Skills
& Entrepreneurship

Key Events

PRATIBHA
National Level Summer Project Competition

GCeMP (INTERNATIONAL CONFERENCE)
GNU-FMS International Conference on Emerging Management Perspectives, Practices & Research Trends)

PROTSAHAN (CONFLUENCE OF IGNITED MINDS)
Management-Cum-Cultural Fest

STUDENTS LABS

- Business Simulation Lab
- Data Analytics Lab (SPSS 20.0)
- Communicatory English Lab
- Digital Library
(having access of 1400+ Journals in Proquest)

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Ganpat Vidyanagar - 384012, Mehsana-Gandhinagar Highway (SH73),
Dist.: Mehsana, Gujarat, INDIA.
Tel. Fax : (02762) 286080, 286924, 286925,
Tall Free No. 1800 2331 2345, Mobile : +91-99789 96994
Website: www.ganpatuniversity.ac.in