Special Session: Marketing Science at the Service of Innovative Startups and Vice Versa: An Abstract

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Abstract This session orchestrates participation from startup entrepreneurs, investors, academics and policy makers. Innovative startups can adopt marketing science in their decision-making processes, provide data to academics, and inspire them to co-develop new theories and models contributing to the elevation and influence of the discipline (Key et al., 2021), putting marketing science to practice (Steenkamp, 2021) and solve managerial problems (Lilien, 2011). Four presentations are made by startup founders operating in Artificial Intelligence, Financial Tech, Digital News and Advertising Tech, using marketing science to their advantage.

Bottleneck removal for artificial intelligence startup decision making using marketing science. K.G. Charles-Harris. CEO, Quarrio. Carlos Pérez-Vidal[1].

Rising amounts of data affects the ability of startup founders to predict outcomes and make decisions pertaining to employees, strategies, consumers and markets. The Ladder of Business Intelligence framework (LOBI) enables computers to convert data from facts into information. We present how marketing science in practice orchestrates how managers and employees within AI startups can enhance cycle times from data to information, and then to action, avoiding bottlenecks with regards to operational execution both internally and with the market.

Using marketing science to fix economic inequality unlocking startup access to global capital markets. Jonathan Nelson. CEO, Hackers and Founders.

Marketing science-based methodology for the selection of startups floating on public capital markets. The five stages of the method are universe, content analysis, conversation, interest and acceptance. Metrics are defined by London Stock Exchange practice. Data is collected from startups seeking to float on the stock exchange and analysed with cluster analysis.

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An innovation diffusion aggregation analysis methodology. Tim Hill. CEO, Social Status.Carlos Pérez-Vidal[1].

Entrepreneurs and startups increasingly adopt social media diffusion in launch phases. Audiences are becoming elusive due to fragmentation and there is a paradigm shift in evolving user behaviour. We suggest an integrative analytics methodology that normalises cross-channel adoption to reach expected behaviour. Anonymous data is aggregated by Social Status platform and analysed with partial least squares path modelling.

Quick Diversification. Deciding the scaling strategies of a digital news startup using marketing science. Joey Chung. CEO, TNL Media. Carlos Pérez-Vidal[1].

We conceptualise a framework for the assessment of diversification speed in digital portfolio management strategy within digital news entrepreneurship, based on the innovation diffusion and product life cycle theories. Data is collected from the verticals of a rapidly expanding Taiwan-based digital news agency seeking stability and survivability in the market adopting marketing science.

Keywords Applied marketing science · Startups · Artificial intelligence · Financial tech · Social media · Martech · Advertising

References Available Upon Request