

EVALUATION OF INNOVATIVE ENTREPRENEURSHIP ECOSYSTEM: TECHNOLOGY AUDIT

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Abstract:

Purpose - The importance of innovative entrepreneurship ecosystem has grown with increased reliance on high-technology products and services. Regarding to this trends, companies focus on to increase their technological capabilities. Evaluating the technology level of companies has become more crucial in order to apprehend their specific opportunities and increase their innovative capability (Stoel, et.al., 2012). In this study, we attempt to develop a new tool for evaluating the technological capabilities of companies.

Methodology - We developed a survey tool in order to analyze technological capabilities of companies. The questionnaire has conducted on 175 SMEs on IT sector.

Findings - Theoretical approach and several models of technology evaluations are discussed regarding to the study findings. We also find that additional factors are significant for technology audit of SMEs.

Conclusion - Study findings demonstrate the strong-weak and opportunity-threat points of the SMEs according to the technological capabilities. Acknowledging, suggestions are provided for innovative entrepreneurships and policy makers.

Key words: *Innovation, Entrepreneurship, Technology Audit, SMEs, Questionnaire*

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