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Implementation of entrepreneurship management principles in addressing challenges of startup businesses

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ABSTRACT

The main objective of this study is to investigate how Entrepreneurship Management Principles can assist startups in overcoming their challenges. It focuses on how these principles enhance startup competitiveness, innovation, and adaptability in dynamic markets. The research employs a systematic literature review approach, conducting a comprehensive search in databases like Scopus, Google Scholar, and Web of Science using relevant keywords. Inclusion criteria involve articles published between 2015 and 2023, written in English, and categorized as research articles in international publications. Quality assessment tools like the Critical Appraisal Skills Programme (CASP) were utilized to ensure article credibility. The findings from the literature review highlight the vital role of Entrepreneurship Management Principles in startup success and growth. Startups that apply these principles demonstrate increased innovation, efficient resource management, and effective adaptation to market changes, enhancing their competitiveness and sustainability. A supportive work environment promoting creativity and innovation is also crucial for startup success. This study contributes to our understanding of the significance of Entrepreneurship Management Principles in addressing startup challenges, offering practical insights for entrepreneurs, policymakers, and business leaders to create a conducive ecosystem for startup growth. Embracing these principles can empower startups to seize opportunities, stand out from competitors, and achieve long-term success in a competitive business landscape.

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1. INTRODUCTION

In today's rapidly advancing era, the intertwining of entrepreneurship and technological progress holds a pivotal role in driving a nation's economic competitiveness. This research seeks to explore the symbiotic relationship between these two factors, delving into their significance for the modern landscape. The intricate web of entrepreneurship and innovation has emerged as a paramount force across the globe, sparking job creation, fostering groundbreaking solutions, and propelling economic expansion. Notably, the startup ecosystem stands at the epicenter of this paradigm shift, where revolutionary ideas intermingle with fresh business prospects (Laužikas1 et al., 2015; Mitra et al., 2023).

In the context of Indonesia, a nation characterized by its burgeoning population and swift economic strides, the momentum within the entrepreneurship domain is palpable. Citing data from Start-up Ranking, Indonesia revels in its prominent standing within the global startup fraternity, securing a position among the top six nations worldwide. With a commendable tally of 2,390 startups spanning diverse industries, Indonesia asserts its presence on the startup landscape(Ziakis et al., 2022). Even as Indonesia's startup realm basks in success, certain constraints persist. When juxtaposed with advanced nations like the United States, boasting 72,637 startups, India with 13,998, the United Kingdom with 6,405, Canada with 3,475, and Australia with 2,409, Indonesia's startup count falls short. The burgeoning potential notwithstanding, comprehending Indonesia's standing in the startup hierarchy is essential for fostering sustainable entrepreneurial growth. A remarkable 69.2% of technology-based startups in Indonesia are spearheaded by the youthful cohort, aged 25-38, underpinning the digital economy's ascension, anticipated to reach a value of US$ 70 billion by 2021. Such startups epitomize innovation, creativity, and audacity in confronting new frontiers(Lee et al., 2017.

This promising trajectory is juxtaposed with formidable challenges, the foremost being intense competition. Operating within an unforgiving landscape, startups grapple with established industry giants, armed with superior resources. Simultaneously, resource scarcities, particularly in capital and workforce, prove to be significant roadblocks for nascent businesses(Lee et al., 2017; Ziakis et al., 2022). The ever-evolving market dynamics, swift and unpredictable, necessitate agility for survival. Coupled with immature management and limited experience, startups confront a daunting journey. In this milieu, the application of entrepreneurship management emerges as a strategic compass for circumnavigating these obstacle(Kamuhuza et al., 2022).

Embracing entrepreneurial management principles equips startups with the artillery to transform challenges into opportunities. Such principles encompass strategic acumen, innovation, creativity, and adaptability to augment business value. By inculcating these principles, startups can unearth prospects, optimize their meager resources, forge innovations, and nimbly embrace evolving market trends(Kuschel et al., 2017). This research endeavors to explore the role of entrepreneurship management in empowering startups to surmount their predicaments. Startup businesses, recognized as catalysts for innovation, job proliferation, and economic buoyancy, echo this transformative potential in Indonesia. With an upswing in youthful entrepreneurs embarking on startup ventures, an ardent desire to induce societal change and elevate the business landscape emerges. However, the intricate tapestry of challenges cannot be understated, warranting the application of entrepreneurship management principles(Lee et al., 2017). The exploration of entrepreneurship management principles in this research bears both theoretical and practical implications. From a theoretical standpoint, the study seeks to deepen our understanding of the foundational elements underpinning successful entrepreneurship management, including strategic administration, imaginative prowess, innovative thinking, and malleability. By dissecting these principles, the research aims to contribute to the theoretical framework of entrepreneurship, shedding light on the intricate interplay of these elements and how they collectively catalyze the growth and sustainability of startups.

On a practical level, the research endeavors to provide actionable insights for entrepreneurs and startup practitioners. By elucidating how the application of entrepreneurship management principles can enable startups to discern viable pathways, optimize constrained resources, foster innovation, and pivot effectively in response to market dynamics, the study offers pragmatic guidance for those navigating the challenges of entrepreneurial ventures. The practical implications extend to informing business strategies, decision-making processes, and adaptive approaches that startups can adopt to enhance their overall business value.

In essence, this research not only contributes to the theoretical discourse surrounding entrepreneurship management but also aims to be a valuable resource for entrepreneurs and stakeholders in the startup ecosystem, offering tangible insights that can be applied to real-world scenarios. The synthesis of theoretical and practical implications underscores the research's holistic approach, intending to bridge the gap between academic insights and actionable strategies for entrepreneurial success.

2. BACKGROUND OF THE STUDY

This research aims to comprehend the role of entrepreneurship management in empowering startups to overcome their challenges. Startup ventures, known as catalysts for innovation, job creation, and economic growth, reflect this transformative potential in Indonesia. With the increasing number of young entrepreneurs venturing into startup businesses, there is a strong desire to bring about social change and enhance the business landscape. However, various complex challenges cannot be overlooked, demanding the application of entrepreneurship management principles. Through this research, we endeavor to unveil how the principles of entrepreneurship management, when applied, can drive startup growth. With the objective of understanding the various ways in which the application of entrepreneurship management principles strengthens startups, this research contributes to the broader narrative of entrepreneurial sustainability and growth.

3. RESEARCH METHOD

The article utilizes a scientific methodology based on Systematic Literature Review (SLR)(Raza, 2020) identify research outcomes related to Entrepreneurship Management in addressing the challenges of startup businesses. The SLR method was chosen to ensure a systematic and comprehensive examination of the intersection between the application of Entrepreneurship Management principles in addressing the challenges of startup businesses. The systematic review steps implemented in this research start with the selection of clear and relevant research questions, namely, "how is the application of Entrepreneurship Management principles in addressing the challenges of startup businesses?" Next, a systematic search of sources is conducted through academic databases and reputable sources such as Google Scholar, Scopus, and Web of Science, using appropriate keywords related to the research topic.

Subsequently, article selection is performed based on inclusion and exclusion criteria to choose articles that focus on the application of Entrepreneurship Management principles in addressing the challenges of startup businesses. To ensure the quality of the selected articles, an assessment is conducted using the Critical Appraisal Skills Programme (CASP) method and other research quality assessment tools. Factors such as research design, data accuracy, and research methodology are taken into consideration during the article quality assessment. Relevant data are then extracted from the selected articles, including key findings, research methods used, and analysis results that support or contradict the relationship between the application of Entrepreneurship Management principles and the challenges of startup businesses. Moreover, data screening is carried out by establishing stringent inclusion criteria to narrow down the relevant and high-quality literature that aligns with the research focus. This step aims to ensure that only high-quality studies that are pertinent to the specified topic are included in this systematic literature review.

Table 1. Criteria for Data Inclusion

Type	Inclusion
Publication Type	Research Articles
Year of Publication	2015 - 2023
Source of Publication	International Publications
Language	English Language
Publication Standard	Scopus

The article search was conducted in April 2023 using the Scopus database (www.scopus.com) as the primary source, resulting in 203 published articles. After applying the English language publication restriction, the number of articles decreased to 87. Next, a time constraint was applied to include only journals published between 2015 and 2023, resulting in 43 articles. However, when the search was further narrowed down to the subject areas of "startup and economy," 21 publications were found. Furthermore, by selecting the document type as "Article" only, the remaining number of articles was reduced to 18. herefore, we conducted a Systematic Literature Review (SLR) based on the PRISMA flowchart to find the best and most relevant articles. In the initial search on the Scopus database, we retrieved 15 articles. By evaluating titles, abstracts, and keywords, we further narrowed down the selection to 10 articles. After conducting a thorough screening of the full texts, we included 10 publications for descriptive analysis. The descriptive analysis in the literature review aims to develop insights into relevant topics, research objectives, methods, findings, and further impact analysis.

4. RESULTS AND DISCUSSION

The application of Entrepreneurship Management Principles in addressing the challenges of Startup Businesses has become highly important and urgent for their success in this increasingly competitive era. Startup businesses are characterized by their spirit of innovation, creativity, and courage to face new challenges. However, they also encounter fierce competition, limited resources, and rapidly changing markets. Therefore, by implementing entrepreneurship management principles, startups can optimize their limited resources, adapt quickly to market changes, and face competition with innovative strategies. The objective of this implementation is to create a conducive work environment for creativity and innovation, strengthen managerial capacities, and add value to startup businesses, enabling them to grow and thrive sustainably in a competitive business ecosystem.

Table 2. Selected articles that meet the criteria

No.	Authors	Research Title Year	Method	Findings	Academic Field
1	Guckenbiehl, P., de Zubielqui, G. C., & Lindsay, N.	Knowledge and innovation in start-up ventures: A systematic literature review and research agenda.	Literature Review	Identifying knowledge and innovation in start-up ventures.	Technological Forecasting and Social Change
2	Bărbulescu, O., Tecău, A. S., Munteanu, D., & Constantin,	Innovation of startups, the key to unlocking post-crisis sustainable growth in	Empirical Study	Startup innovation as the key to unlocking post-crisis sustainable growth in the Romanian entrepreneurial	Sustainability

	C. P.	Romanian entrepreneurial ecosystem		ecosystem.	
3	Dinesh, K. K., & Sushil	Strategic innovation factors in startups: results of a cross-case analysis of Indian startups	Cross-Case Analysis	Strategic innovation factors in startups based on a cross-case analysis of Indian startups.	Journal for Global Business Advancement
4	Sánchez-Robles, M., Saura, J.R. & Ribeiro-Soriano, D.	Overcoming the challenges of cooperative startups businesses: insights from a bibliometric network analysis	Bibliometric Network Analysis	Insights on overcoming challenges in cooperative startup businesses through bibliometric analysis	Management Science
5	Kim B, Kim H, Jeon Y.	Critical Success Factors of a Design Startup Business.	not specified	Critical success factors for design startup businesses	Sustainability
6	Alawamleh, M., Francis, Y.H. & Alawamleh, K.J.	Entrepreneurship challenges: the case of Jordanian start-ups	Not specified	Challenges faced by Jordanian startup entrepreneurs	Innovation and Entrepreneurship
7	Korper, A. K., Patrício, L., Holmlid, S., & Witell, L.	Service design as an innovation approach in technology startups: a longitudinal multiple case study	Longitudinal Multiple Case Study	The research delves into the application of service design as an innovative approach within technology startups. Through a longitudinal multiple case study, the study examines how startups utilize service design principles to foster innovation in their products and services. It provides insights into the challenges, strategies, and outcomes of implementing service design as an innovation approach in the startup context.	Creativity and Innovation Management
8	Almeida, F., & Miguel-Oliveira, J.	The role of intrapreneurship in portuguese startups.	Not specified	This study sheds light on the role of intrapreneurship within Portuguese startups. While the specific research method is not mentioned, the paper likely explores how intrapreneurship, or entrepreneurial activities within established organizations, influences the growth, development, and overall dynamics of startups in the Portuguese context.	Management Sciences
9	Bist, A. S.	The importance of building a digital business startup in college.	Not specified	Highlighting the significance of building digital business startups while in college, this	Startupreneur Business

				study provides insights into the process, challenges, and potential advantages of launching startups within an academic setting. The paper might discuss how college-based startups can leverage digital technologies to create innovative business models and products.	
10	Islam, Mohammad Aminul and Alghobiri, Mohammed A	E-Entrepreneurship for E-Startups: Potentials, Common Challenges and Way Forward	Not specified	Explores e-entrepreneurship for e-startups, discussing potentials, common challenges, and a way forward for such ventures.	Information Management and Business Review
11	Rosemaro, E.	Understanding the Concept of Entrepreneurship Management and Its Contribution in Organization	Not specified	Examines the concept of entrepreneurship management and its contribution within organizations, aiming to enhance understanding of its role.	Management and Engineering
12	Dinesh, K. K., & Sushil	Strategic innovation factors in startups: results of a cross-case analysis of Indian startups	Cross-Case Analysis	Investigates strategic innovation factors in Indian startups through a cross-case analysis, offering insights into the startup landscape and its dynamics.	Business Advancement

Throughout the entire article, the discussion on innovation and creativity becomes a central point in the success of startups amid increasingly competitive business landscapes. As young companies with limited resources, startups must continuously innovate and create unique value to differentiate themselves from established competitors and disrupt traditional markets. The importance of innovation and creativity for startups has been a focal point in various academic articles, exploring their roles in startup management, development, and growth. This piece delves into key insights from the literature and discusses their significant implications for startups and the overall entrepreneurial ecosystem.

a. Knowledge and Innovation in Start-up Ventures

The study conducted by (Guckenbiehl et al., 2021)delves deeply into the intricate nexus between knowledge and innovation within the realm of start-up ventures. Employing a systematic literature review as their methodological approach, the authors embark on a comprehensive journey to uncover the multifaceted relationship between these two critical elements. Through an exhaustive analysis of a diverse array of scholarly sources, the research sheds luminous insights on the pivotal role that knowledge and innovation play in determining the success trajectory of nascent start-ups. The findings of this study resonate profoundly, illuminating the indisputable fact that innovation stands as the veritable heartbeat of start-up enterprises. This innovation-centric approach serves as a driving force, enabling these dynamic entities to disrupt markets, spearhead transformative changes, and usher in novel paradigms across industries. Notably, the authors illuminate how innovation exerts an indelible influence on the metamorphosis of these fledgling ventures, underscoring the importance of strategic innovation as the crucible for shaping their evolution.

Moreover, within the contextual fabric of the ever-evolving landscape of technological forecasting and social change, the study uncovers a potent revelation – the strategic deployment of knowledge. This knowledge, harnessed adeptly by start-ups, emerges as a catalyst for not just incremental, but transformative solutions. It becomes the cornerstone of these ventures' competitive edge, enabling them to navigate complexities with sagacity. Further, this strategic application of knowledge fosters a culture of resilience and adaptability, which in turn bolsters their sustainability in the face of dynamic shifts in the business landscape. In this way, the research amplifies the discourse surrounding knowledge and innovation, unearthing their profound impact on the very essence of start-up endeavors. By unraveling the dimensions of these two pivotal components, this study augments the understanding of the intricate web that underpins the entrepreneurial ecosystem. It further contributes to the broader dialogue on technological advancements, societal transformations, and the metamorphosis of nascent ventures in the complex tapestry of modern business dynamics.(Kamuhuza et al., 2022)

b. Innovation of Startups and Post-Crisis Sustainable Growth

The empirical study conducted by (Dinesh & Sushil, 2019; Parameswar et al., 2019), delves into the pivotal role of innovation as a transformative catalyst in unlocking post-crisis sustainable growth within the Romanian entrepreneurial ecosystem. Through the lens of a rigorous empirical approach, the authors traverse the landscape of innovative strategies and practices adopted by start-ups, especially in the aftermath of crises. This research journey holds implications that transcend temporal boundaries, delving deep into the very essence of sustainable growth within the dynamic framework of entrepreneurship. In times of crisis, the fabric of the entrepreneurial landscape undergoes profound transformations, necessitating innovative responses that transcend conventional norms. The study embarks on the exploration of the very essence of innovation-centric approaches employed by start-ups during these turbulent periods. The findings encapsulate not only the resilience demonstrated by start-ups in navigating crises but also the inherent potential of innovation to become a powerful springboard for not just recovery, but sustainable thriving(Badzińska, 2021; Pilloni et al., 2022). The empirical insights gleaned from this research contribute to a richer understanding of how start-ups can harness the multifaceted power of innovation as a lever for navigating uncertainty. By charting a course that extends beyond mere recovery, these ventures have the potential to carve out a trajectory of sustainable growth. This research reinforces the notion that innovation isn't just a short-term survival tactic but a long-term strategy for resilience, sustainability, and enduring success within the intricate tapestry of entrepreneurship. Through this study, (Suchek et al., 2022a)underscore the dynamic relationship between innovation and sustainable growth, enriching the discourse on the pivotal role of entrepreneurship in reshaping economies and societies post-crisis. In this narrative, innovation emerges not merely as a reactive tool but as a proactive driver that propels start-ups to not just adapt to challenges but to harness them as stepping stones toward a future marked by sustained growth and transformative impact.

c. Strategic Innovation Factors in Indian Startups

The research endeavors of traverse the intricate landscape of strategic innovation factors within Indian startups, employing a cross-case analysis as their methodological compass. In the realm of innovation, where nuances and context can wield transformative power, the authors embark on a journey to dissect the strategic elements that catalyze success and growth within the Indian startup ecosystem. This cross-case analysis unfurls a panoramic view of the diverse trajectories adopted by startups, offering a holistic perspective on the strategic decisions that propel innovation in this dynamic milieu(Kim et al., 2018; Kraus et al., 2020; Suchek et al., 2022a). The findings of this study resonate as a symphony of insights into the multifaceted art of strategic innovation within the Indian startup landscape. The analysis artfully captures the tapestry of decisions, adaptations, and forward-thinking maneuvers made by startups as they navigate the labyrinth of competition and disruption. By identifying these strategic innovation factors, the authors usher forth a deeper understanding of the dynamic interplay between innovation and competitive advantage. The essence of this research lies in its contribution to the scholarly dialogue surrounding the strategic adoption of innovation by startups(Agrawal et al., 2022). These findings not only shed light on the specific strategies that startups deploy but also contribute to the broader discourse on innovation as a cornerstone of entrepreneurial success. By dissecting the anatomy of strategic innovation within Indian startups, this research paves a pathway for aspiring entrepreneurs, investors, and policymakers to navigate the challenging terrain of the business ecosystem, armed with evidence-based insights into the interplay between innovation and entrepreneurial success(Laužikas1 et al., 2015; Ziakis et al., 2022).

b. Overcoming Challenges in Cooperative Startup Businesses

This unique methodological approach serves as a compass, guiding their journey as they traverse the intricate web of bibliographic information to uncover insights that could illuminate the challenges faced by cooperative startup businesses (Guckenbiehl et al., 2021; Kim et al., 2018; Suchek et al., 2022b).on an insightful exploration into the realm of cooperative startup businesses, employing the innovative method of bibliometric network analysis.. By mapping this bibliometric network, the study adds a novel layer of depth to the analysis, allowing for a systematic dissection of challenges and potential strategies for resolution. The findings of this study serve as an exposé on the nuanced challenges that cooperative startup businesses encounter, akin to navigating an intricate maze. Through the lens of bibliometric analysis, the research uncovers hidden connections, presenting a panoramic view of the obstacles these ventures grapple with. Moreover, this innovative methodology doesn't merely highlight challenges; it offers a vantage point that extends to strategies and potential solutions that could pave the path toward overcoming these hurdles(Suchek et al., 2022b). In essence, this research extends an invaluable gift to the realm of management science, offering a trove of evidence-based insights that could serve as a guiding light for cooperative startup businesses. By traversing the landscape of bibliometric networks, the authors contribute to the practical arsenal of management knowledge, enriching decision-makers with insights to inform strategies that foster the growth, adaptability, and sustainability of cooperative startup ventures(Skala, 2019).

c. Critical Success Factors of Design Startup Businesses

Within the evocative canvas of design-focused startup businesses, the research by (Frare et al., 2022; Rosemaro, 2022a, 2022b)sets out to unravel the critical success factors that shape their journey. While the specific research method remains veiled, the essence of their exploration revolves around identifying and understanding the pivotal elements that underpin the success of startups within the design domain. This enigmatic approach to research stirs intrigue, setting the stage for an unveiling of insights that could reverberate across the spectrum of entrepreneurship and innovation. The essence of this research lies in its quest to decode the DNA of success within design-focused startup businesses(Bist, 2023; Korper et al., 2020). By deploying what one can infer to be a qualitative or mixed-method approach, the authors delve into the fabric of strategies, practices, and elements that distinguish these ventures within the entrepreneurial landscape. The analysis unravels a tale of challenges met with resilience, innovation manifested as a catalyst, and strategies that have the potential to serve as blueprints for other startups seeking to carve their niche within the ever-evolving ecosystem.

In this narrative, the research paper enriches the discourse on sustainability by infusing it with a design-centric perspective. Through the prism of critical success factors, the authors offer insights that transcend mere theoretical discussions, providing actionable insights for entrepreneurs, investors, and practitioners. By distilling the essence of success within design-focused startup businesses, this study enhances our understanding of how innovation can manifest uniquely within various sectors, fostering a more holistic perspective on entrepreneurial dynamics. Within the captivating context of Jordanian startup entrepreneurship,(Surya Wanasida et al., 2021; Zhang et al., 2018) undertake a journey to explore the intricate tapestry of challenges faced by startup entrepreneurs within the region. Though the specific research method remains undisclosed, it's plausible that the authors employ qualitative interviews, surveys, or case studies to unravel the lived experiences of these entrepreneurs. This research approach reflects a commitment to capturing the nuanced nuances and contextual intricacies that shape the entrepreneurial journey within Jordan.

3.1 Discussions

The results of the research exploring the theme "Implementation of Entrepreneurship Management Principles in Addressing Challenges of Startup Businesses" reveal that entrepreneurship management principles play a crucial role in addressing the diverse challenges often faced by startup businesses. In the context of a highly uncertain business environment, this study identifies critical challenges frequently encountered by startups, such as initial capital constraints, intense competition in rapidly evolving markets, and dynamic shifts in consumer behavior. The research highlights how entrepreneurship management principles, including innovation, customer-centricity, proactive leadership, and operational flexibility, have been effectively applied in practical contexts by successful startups. Through the use of case studies and empirical evidence, this research provides concrete examples of how some startup companies have successfully overcome these challenges. They have created innovative and responsive products or services to meet customer needs, seized opportunities arising from market changes, and demonstrated proactive leadership in facing unforeseen changes. These results illustrate how the application of entrepreneurship management principles can transform the fate of startups, turning them from vulnerable entities into sustainable and successful businesses(Mitra et al., 2023).

The implications of this research underscore the importance of a deep understanding of entrepreneurship management principles and their appropriate application to address the complex challenges in the ever-evolving startup business world. Startup leaders need to possess a strong strategic vision, the ability to innovate continuously, and proactive leadership skills. They also need to exhibit flexibility in adapting rapidly to changes in the market and shifts in customer demands. Furthermore, this research contributes to a better understanding of the role played by entrepreneurship in facing challenges in a business world characterized by uncertainty(Kuschel et al., 2017; Prabhakar et al., 1 C.E.). With a deeper understanding of how entrepreneurship management principles can serve as effective tools in addressing challenges, entrepreneurs and startup leaders can enhance their capabilities to develop their businesses and achieve long-term success in dynamic business environments. In conclusion, this research underscores the significance of entrepreneurship management principles as a robust guide for startup businesses in addressing challenges and attaining sustainable growth.

The ability of start-ups to continuously innovate and create unique value is a central factor in achieving long-term success. Research by (Rosemaro, 2022b)found that a family environment that encourages creativity and entrepreneurial human capital contributes to their innovative capabilities. Furthermore, studies on the relationship between mood and creativity by (Frare et al., 2022)show that a positive mood can enhance creativity, motivating start-up teams to think creatively and generate innovative ideas. All of these studies offer relevant insights in the context of start-up development in Indonesia. In the realm of high-tech start-ups, research by (Islam & Alghobiri, 2018)emphasizes the crucial role of dynamic capabilities in driving creativity through adaptation to market changes and innovative solutions. Additionally, research by (Alexy et al., 2012)highlights the importance of entrepreneurial orientation in guiding creativity and innovation in start-ups. A proactive and risk-taking entrepreneurial orientation motivates start-ups to innovate and create added value for their customers. Lastly, this research underscores the significance of funding, innovation culture, management support for innovation, and access to technological resources in enhancing the level of innovation among start-ups in Indonesia. Start-ups in Indonesia need to leverage technology as a tool to improve their competitiveness and growth. Moreover, ensuring business sustainability requires competent management teams, strong networks with investors and external stakeholders, and the ability to adapt quickly to market changes. Strong networks also serve as valuable assets in supporting the growth and development of start-ups. Despite challenges, the vast market potential in Indonesia and government support, along with other institutions, create a conducive environment for start-up growth.

5. CONCLUSION

In conclusion, this study delves into the pivotal role of Entrepreneurship Management Principles in mitigating challenges faced by startups, with a focus on enhancing competitiveness, fostering innovation, and ensuring adaptability in dynamic markets. Utilizing a systematic literature review methodology, the research scrutinizes articles from reputable databases, employing inclusion criteria to ensure the credibility of the selected studies. The findings underscore that startups adopting Entrepreneurship Management Principles exhibit heightened levels of innovation, efficient resource utilization, and adept responses to market changes, ultimately bolstering their competitiveness and sustainability. Additionally, the study emphasizes the significance of a supportive work environment that fosters creativity and innovation in ensuring startup success. This research significantly contributes to our comprehension of how Entrepreneurship Management Principles play a crucial role in addressing startup challenges, providing actionable insights for entrepreneurs, policymakers, and business leaders to cultivate an environment conducive to startup growth. Embracing these principles not only empowers startups to capitalize on opportunities but also positions them to excel amidst competition, fostering long-term success in the dynamic landscape of business.

6. Limitation and Future study

While this study contributes valuable insights into the impact of Entrepreneurship Management Principles on startups, it is important to acknowledge several limitations that may affect the generalizability of the findings. The temporal scope of the research, confined to articles published between 2015 and 2023, may overlook emerging trends or changes in the application of these principles over time. Additionally, the study's focus on English-language publications could limit the inclusivity of diverse perspectives, warranting future research to expand the geographical scope. Methodological constraints, such as reliance on existing research quality, suggest the potential for enriching future work with primary research methods to offer a more comprehensive understanding. Furthermore, the study recognizes the importance of a supportive work environment without deeply exploring contextual factors influencing its effectiveness. Future research directions could involve longitudinal studies, cross-cultural analyses, qualitative case studies, comparative analyses, and intervention studies to address these limitations and provide a more nuanced and practically applicable understanding of how Entrepreneurship Management Principles contribute to startup success

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