



Der kreative Entrepreneur: Eine empirische Multimethoden-Studie (German Edition)

Christian Horneber

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?Allgemein wird Kreativität für Unternehmensgründerinnen und -gründer als Schlüssel zum Erfolg betrachtet. Sei es etwa bei der eigentlichen Ideenfindung für neue Produkte oder dem Design von innovativen Unternehmensstrategien. Doch zunehmend mehr Startups orientieren sich als Copycats an bereits erfolgreichen Geschäftsmodellen. Ist das Bild von den kreativen Gründern damit hinfällig und etwa nur ein Mythos? Dieser Frage geht Christian Horneber empirisch mit Hilfe von psychometrischen Verfahren umfassend auf den Grund. So kann er zeigen, dass Entrepreneure tatsächlich über ein gesteigertes kreatives Potenzial verfügen. Ein Zusammenhang zwischen Kreativität und unternehmerischem Erfolg konnte indes nicht identifiziert werden.

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