

DISRUPTOR DILEMMA IN PRACTICE

Abstract

Previous works on disruptive innovation literature have approached the entrant perspective, but little is known about the disruptor's effort involved. Some scholars have claimed for more specific approaches from the entrepreneurial perspective, and these considerations became more relevant if we consider the role that disruptive innovation has for the economic growth and poverty reduction in developing countries. Therefore, the purpose of this research is to present what practices entrepreneurs develop for accelerating the innovation process in the evolution process. We constructed a case study to analyze four startups that according to the literature could be disruptors in their industries. The results propose that entrepreneurial practices are strongly oriented by the founder's background and industry context. Additionally, some practices used in entrepreneurial methods are implemented by entrepreneurs, especially those that represent experimental activities with customers.

Keywords: disruptive innovation, entrepreneurship, process evolution, entrepreneurial practice, entrepreneurial methods.