

ENTREPRENEURIAL PRACTICES FOR THE CREATION OF DISRUPTIVE INNOVATIONS: A THEORETICAL APPROACH

Natalia Ramírez Torres, Amélie Jacquemin
UCLouvain, Louvain Research Institute in Management and Organizations

ABSTRACT

How new incumbents disrupt the established markets is a question broadly discussed by scholars, managers and policymakers. However, how entrepreneurial practices could work together to create ventures that disrupt the market is less understood. Applying an extensive literature review on technological innovation entrepreneurship and disruptive innovation, a literature analogy among these literatures is presented, with the aim to go retrospectively in the disruptive innovation theory and extend it, to present a sequence of the incubation process with the ideal practices in each phase of the incubation. The results can help managers, researchers and nascent entrepreneurs to better understand the whole process and create more competitive markets.