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BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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STARTUP CULTURE

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of the thesis is a startup as a form of organization. Subject - features of startup culture. The purpose of the thesis is to identify the characteristics of the startup culture. The methodological basis of the thesis was formed by general scientific methods: the method of analysis and synthesis, the method of induction and deduction, generalization, as well as specific scientific methods used in social research (in-depth interview method).

In the process of writing the thesis, the following results were obtained: the foundations of the development of startups as a new form of innovative entrepreneurship were studied, the phenomenon of startup culture was described, the business model of a startup culture was described, the characteristics of startups were highlighted, startups in the Republic of Belarus were studied, the opportunities and limitations of culture in achieving the goal of startups.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Key words: startup, innovation, culture, startup culture, formation, development.