

OPEN COMMUNICATION IN STARTUPS LEADED BY WOMEN. COMPETITIVE STRATEGIES FOR DIFFERENTIATION AND INNOVATION



INTRODUCTION

This research group aims to provide a better understanding of the situation and the degree of maturity of communication in startups in Andalusia. With special attention to the management of their relationship with their stakeholders, their presence in the media and in the digital environment. It delves into the value that these emerging companies, marked by innovation, give to communication as identifiers of their personality and their corporate image; the communication strategies they implement and the role played by social media in the strategies of these organizations. The general objective of this group is to analyze the role of communication as an essential element throughout the startup creation process, from a gender perspective. To study their behavior, purposes, openness to the outside world, as well as to analyze to what extent their results, competitiveness, differentiation and growth positively affect the integral development of the Andalusian territory. To this objective we must add the response of startups to the economic recession caused by the COVID-19 pandemic where the relationship with stakeholders plays a relevant role.

RESEARCH TOPICS

- Female entrepreneurship.
- Startups.
- Open innovation.
- Communication.

SCIENTIFIC-TECHNICAL SERVICES

- Analysis of startups led by women in a territory.
- Design of policies to support female entrepreneurship
- Women entrepreneurs in rural areas.
- Advice on communication management.
- Detection of target audiences.
- Development of communication plans and communication strategies.

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