

Generation Z (GenZ) Growth Management Priorities – Perspectives from The Icelandic Digital Startups

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Abstract

The most recent generations of entrepreneurs drive the development of the digital technologies of the future. The aim of this study is to open the perceptions related to growth among the GenZ digital startup entrepreneurs in Iceland. Iceland has highly ranked in various global indexes related to sustainable development, including e.g. Human Development Index (HDI), The World Economic Forum's Global Gender Gap Report, Environmental Performance Index, Global Peace Index (GPI), Freedom of the Press Index, etc. The intention of this study is to better understand the perceptions related to growth among Iceland GenZ entrepreneurs contributing to ambitious development towards a more sustainable future.

This multiple case study provides a window to our digital future by exploring the perception of the Icelandic GenZ digital startup entrepreneurs related to growth and their contribution to human-technology development towards a more sustainable future. The data, consisting of 8 semi-structured interviews, was collected on-site in Iceland between May and June 2023. By explorative analysis of these cases, this study seeks to better understand how the most recent generation of digital entrepreneurs utilize their digital skills and capabilities to scale a more human-driven, sustainable future.

This study is a step in a series of studies of opening the contextual aspect of growth in the Nordic countries Iceland, Denmark, Norway, Sweden, and Finland. The preliminary results presented in this study show how Nordic GenZ digital startup entrepreneurs are building their businesses within the context of thriving in global sustainable development indexes and are using their digital skills to take the next steps towards a more sustainable future.

Keywords: generation Z, GenZ, startup, entrepreneurship, digitalization, sustainability, Iceland, Nordic countries