

Timing of technological entry and firm survival in the nascent US commercial drone industry

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The focus on early market entrants in nascent industries has precluded an in-depth theoretical and empirical investigation of the incubation stage and investing firms (i.e., technological entrants) populating it. In this paper, we aim to shed further light on the antecedents of firm survival or exit choices in nascent industries, rooting them back to their timing of first technological investment (i.e, technological entry) and earlier strategic decisions. We do so building a tailor-made database on the population of firms in the US commercial drone industry, collecting information on their key characteristics and tracking them across industry nascent stage.