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### Shaking ground. Maintaining organizational culture in a fast growing tech startup. A case from the Baltic States

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(2016) BUSN49 20161

Department of Business Administration [Mark](#)

#### Abstract

Thesis Purpose: To understand organizational culture and the ways of maintaining it in a fast growing tech startup from the Baltic States

Research Questions: What is the organizational culture in a fast growing tech startup? What are the challenges faced due to the rapid growth?

What are the ways to maintain the organizational culture in a fast growing tech startup?

Methodology: a qualitative interpretative case study. The data gathered through 15 semi-structured interviews, observations, documents, and literature following an abductive approach.

Conclusions. It is difficult to maintain the same organizational culture as some elements have to be adapted to the changed social reality and complex organizational situation. The rapid...

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