Table 3: Results comparison of the investigated enterprises

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| --- | --- | --- | --- |
| **Enterprise** | **Customer interface** | **Organizational Aspects** | **Technology options** |
| A | Clients actively participate, helping in the design and other parts of the project. | Informal coordination of creation and development of project process. | Data sharing platforms; ideas and information exchange; and project task execution. |
| B | Focuses on the client even though there is no participation of customers in the creative process. | Culture is aimed at innovation both conceptually and technologically interacting with people. | Critical success factors once they work with new technologies and new forms of user technology interaction. |
| C | Funding is acquired through incentive laws. | Necessary to have an environment where people can exchange ideas and keep in touch to stimulate creativity and innovation. | Process innovation and crowdfunding. |
| D | Creation of charming, contemporary and timeless projects along with organizational pillars: simple, modern and artistic, requirements of its customers.. | Believes in an open and inspirational environment where the working teams can create charming, contemporary and timeless projects. | Online project management system that facilitates information exchange. |

Source: Elaborated by the authors