

Research Article

THE FUTURE OF RESEARCH IN DIGITAL ENTREPRENEURSHIP

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ABSTRACT

The significance of digital entrepreneurship, the integration of digital technologies and entrepreneurial activities, is increasing on a global scale. The primary objective of this paper is to establish a network for scholars in the field of information systems who are focused on influencing the direction of research in digital entrepreneurship. It introduces a basic framework comprising three dimensions of digital entrepreneurship: digital technologies serving as facilitators, results, or environments for entrepreneurial procedures. This framework will direct conversations and studies related to digital entrepreneurship.

Keywords: digital entrepreneurship, digital technologies, entrepreneurship framework.

INTRODUCTION

The integration of digital technologies and entrepreneurship, known as digital entrepreneurship, is gaining significance in both the global economy and academic investigations (CB Insights 2019) (Badenhausen 2016). Numerous thriving start-ups and established corporations have their origins in digital entrepreneurship, sparking rising scholarly interest in the subject (Fang *et al.*, 2018; Nambisan *et al.*, 2019; Shen *et al.*, 2018). This trend has captured the attention of the information systems field and other areas, offering opportunities for further research and interdisciplinary partnerships (Del Giudice and Straub 2011) (von Briel, Davidsson, *et al.*, 2018).

The field of digital entrepreneurship centers on utilizing digital technologies to generate fresh economic ventures. Experts contend that digital technologies transform conventional entrepreneurial procedures and results, enabling the emergence of innovative forms of initiative (Nambisan *et al.*, 2017; Yoo *et al.*, 2010). This offers a chance for scholars to reassess established entrepreneurship theories and formulate new ones in the digital era (Tiwana *et al.*, 2010). Research demonstrates that digital technologies have prompted entrepreneurial endeavors that traverse conventional confines, opened up new networks and ecosystems, digitized physical assets, and hastened the expansion of fresh enterprises (Huang *et al.*, 2017; Reuber and Fischer 2011).

The passage discusses a workshop designed to provide a forum for researchers in the field of Information Systems to explore and influence the direction of future research on digital entrepreneurship. The workshop will concentrate on distinguishing digital entrepreneurship from other related fields and establishing a structure for dialogue and comprehension. This structure will function as a communal platform and the initial stage in developing a unified understanding of digital entrepreneurship among Information Systems researchers.

CONTEXT FOR DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship and its study can be divided into three areas: digital technologies as facilitators, results, or setting of entrepreneurial activities (Kallinikos *et al.*, 2013). This model is depicted in a Venn diagram (Baskerville *et al.*, 2019). Digital technologies are crucial to digital entrepreneurship and can be considered as entities or instruments with intangible, computed elements. They have a substantial impact on entrepreneurial procedures as facilitators, results, and settings, and research themes can be derived from these aspects.

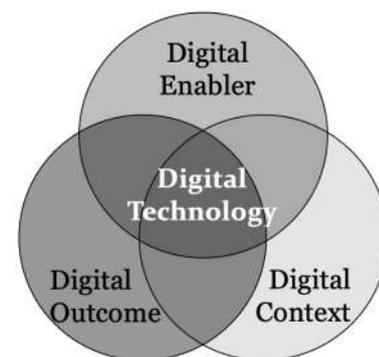


Figure 1. Digital entrepreneurship framework

Digital technology is essential for facilitating entrepreneurship and has a significant impact on entrepreneurial activities and results by shaping technological advancements, regulatory adjustments, demographic shifts, and socio-cultural, economic, political, and environmental factors (Davidsson *et al.*, 2018; Nambisan 2017). For instance, digital tools such as app stores, 3D printers, online repositories, open source communities, and crowd funding platforms contribute to expediting and reducing costs in the prototyping of physical products, marketing and dissemination of software products, accessing funding from diverse groups of individuals, and creating new software products (Kyriakou *et al.*, 2017) (Mollick 2016) (Thies *et al.*, 2018).

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The article examines the influence of digital technologies on entrepreneurship (Du *et al.*, 2018). It poses inquiries regarding the capacity of digital technologies to supplant or improve conventional advantages, the contribution of maker spaces in instructing entrepreneurs (Browder *et al.*, 2019) (Davidsson *et al.*, 2018), and the variations in enabling potential across various industries and geographical areas (Recker, *et al.*, 2018; Lyytinen *et al.*, 2016) (West and Kuk 2016). Furthermore, it underscores how digital technologies constitute a fundamental element in numerous entrepreneurial endeavors, generating novel market offerings and prospects for emerging companies in sectors such as hardware, digital tools, infrastructure, and intangible market offerings like artificial intelligence and block chain (Yoo *et al.*, 2010) (Ingram Bogusz *et al.*, 2018; Muñoz and Cohen 2018; Snihur *et al.*, 2018).

The passage examines the influence of digital technologies on entrepreneurship across different sectors. It poses inquiries regarding the impact of digital technologies on product offerings, institutional domains, and entrepreneurial endeavors (McDonald and Gao 2019). Additionally, it delves into the ways in which digital technologies mold the wider landscape of entrepreneurship in fields like automotive, healthcare, and finance (Autio *et al.*, 2018; von Briel, Davidsson, *et al.*, 2018). The passage underscores the potential for digital technologies to disrupt and innovate in industries traditionally subject to regulation, as well as the possibility of new entrepreneurial environments taking shape (Boudreau 2012) (Rothe *et al.*, 2019).

The text examines the relationship between digital technologies as instruments and their outcomes. It elucidates that digital enterprises utilize current technologies to innovate new ones, which can subsequently be adopted by other enterprises. This prompts inquiries into the impact of the development of these enabling technologies on the results of venture creation processes, and conversely (Goh and Pentland 2019). Digital technologies have the potential to empower and revolutionize the environments in which entrepreneurship thrives, even for businesses that do not specialize in digital products (Kuhn and Galloway 2015). Academic studies in this area concentrate on exploring how digital technologies create possibilities for businesses within certain settings, as well as how networks that facilitate digital entrepreneurship come into existence (Du *et al.*, 2018).

Digital technologies are known for their adaptability and ability to quickly expand across various settings (Faulkner and Runde 2011, 2019). They produce substantial contextual information, creating potential for novel business ventures. Academic investigation in this area frequently centers on digital platforms and their response to competitive forces and environmental influences that affect the prosperity of digital enterprises (Srinivasan and Venkatraman 2018) (Faulkner and Runde 2011, 2019).

Digital entrepreneurship can be facilitated, produced, and situated by digital technologies. For instance, platforms for crowdfunding such as Kickstarter and Indiegogo represent both the products of certain enterprises and the facilitators for others (Hitt *et al.*, 2007). Scholars should adopt a comprehensive perspective and take into account various aspects when examining this convergence (Alter 2008).

PROSPECTS FOR INTERDISCIPLINARY DISCUSSIONS

The field of digital entrepreneurship presents abundant research opportunities and lends itself well to interdisciplinary study. Scholars have the chance to investigate how digital technologies facilitate collaboration, alter processes connected to product development, and support the identification or generation of opportunities. By adopting an interdisciplinary perspective, new and innovative research themes

and understandings can emerge within the realm of digital entrepreneurship.

Adoption of Hypothetical Standpoints

Research on digital entrepreneurship presents numerous prospects for integrating theoretical viewpoints from various academic fields. The Information Systems discipline, which emphasizes digital artifacts, can offer valuable insights into comprehending digital entrepreneurship (Dimov 2016; Nambisan 2017). Additionally, perspectives from entrepreneurship and related fields like effectuation and pivoting can introduce novel approaches to examining digital entrepreneurship (Sarasvathy 2001). For instance, a study employed social capital theory from sociology and a business model perspective from strategic management to investigate the factors contributing to the success of early stage internet ventures (Baker and Nelson 2005).

Adoption of Investigation Partners and Markets

Researchers in the field of digital entrepreneurship are encouraged to seek collaboration with colleagues from diverse disciplines, including entrepreneurship, management, and strategy, to expand the scope of their research and enhance its impact. Pursuing publication opportunities in related fields can foster interdisciplinary dialogue and enable researchers to make meaningful contributions to ongoing conversations. By working with peers from various disciplines, scholars can enrich their understanding of digital entrepreneurship by leveraging different strengths and perspectives. Notably, partnering with colleagues in the entrepreneurship discipline has proven beneficial for integrating theoretical perspectives and sharing research findings across multiple fields (von Briel, Davidsson, *et al.*, 2018; von Briel, Recker, *et al.*, 2018; Davidsson *et al.*, 2018).

Adoption of Component of Study

The field of digital entrepreneurship presents the chance to explore various levels of analysis, including the ecosystem, venture, offering, and entrepreneurial agent. Through research in this domain, it is possible to establish connections between information systems and other fields by utilizing diverse analytical methodologies and theories (Grégoire and Shepherd 2012; McMullen and Shepherd 2006; Wood and Williams 2014). The digital environment also sparks inquiries into the distinct behaviors of entrepreneurs and their implications (Nambisan and Barrons 2019). While digital entrepreneurship offers advantages like value generation, it also introduces challenges such as role conflicts and gender disparities (Sundermeier *et al.*, 2018).

CONCLUSION

This paper examines a framework for conducting research on digital entrepreneurship and its potential for future advancement. It underscores the significance of concepts like context, enablement, and outcome within this domain. The framework offers a fresh viewpoint on the subject of "innovation ecosystems" and underscores the relevance of digital entrepreneurship within the IS discipline. Furthermore, it presents prospects for interdisciplinary research and contributions that extend beyond the IS discipline.

The AIS Special Interest Group on Digital Innovation, Transformation, and Entrepreneurship considers the framework and PDW to be crucial. These tools serve as a unifying force for IS researchers concentrating on digital entrepreneurship, aiding in the advancement of knowledge and fostering collaborative efforts. It is anticipated that the framework and PDW will play a pivotal role in advancing research in digital entrepreneurship within the IS discipline and offer valuable direction to researchers in this domain.

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