

Special Issue On: Digital Innovations and End-User Entrepreneurship

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INTRODUCTION

End-User entrepreneurship is a growing form of production which occurs when consumers who develop innovative solutions that better answer their daily personal needs decide to commercialise the solutions (Hamdi-Kidar & Vellera, 2018). With the advent of social media and related technologies, end-user entrepreneurship has gained more promise. However, academics are yet to catch up with empirical research, especially from emerging markets. This special issue seeks to answer the following questions:

- What mechanisms trigger consumers to become entrepreneurs on or through digital platforms (RQ1)?
- What are the pathways of end-user entrepreneurship on digital platforms? (RQ2)
- Are there specific digital innovations which make this form of entrepreneurial ventures more plausible (RQ3)?
- What factors influence the survival or success of digital end-user entrepreneurs (RQ4)?
- How do determinants such as age, gender, education and work trajectory influence the digital entrepreneurial orientations of end-users (RQ5)?
- How do digital platforms shape the business activities of “Influenpreneurs” (social media influencers who become entrepreneurs) (RQ6)?
- What are the entrepreneurship affordances and constraints of digital innovations or platforms? (RQ7)
- How has COVID-19 changed or how is it changing digital entrepreneurship – are there any new start-ups birthed by the effects of COVID-19 and how are existing entrepreneurs or start-ups faring? (RQ8)

OBJECTIVE

The main contribution of this special issue is the exploration of end-user entrepreneurship from the perspectives of the digital economy. Particularly, the understanding about the role that digital technologies play in entrepreneurship and the role that end-users or consumers play in digital entrepreneurship remains limited (Nambisan, 2017). Contemporary perspectives also clearly point out the gaps in understanding the novel usage of digital technologies by entrepreneurs (Eryilmaz, 2019; Anim-Yeboah, Boateng, Kolog, Owusu & Bedi, 2020), and the need for future research to incorporate multiple and cross-levels of analysis, and embrace ideas and concepts from multiple fields/disciplines (Nambisa, Wright & Feldman, 2019). This special issue also seeks to expand our existing understanding of digital entrepreneurship especially in times of pandemics or global emergencies. We call for papers addressing interesting digital entrepreneurship questions around entrepreneurial decisions and actions to survive and innovate during pandemics, and digital entrepreneurship in general.

We seek a wide range of research in content, theory, perspectives, methods, and stakeholder activities, partnerships, achievements, and challenges. We encourage pure technology-based research as well as inter-disciplinary research with partners from journalism, marketing, communication, fashion, social work and other disciplines that exhibit end-user entrepreneurship whether for profit or not-for-profit.

We welcome research using a variety of methodologies, and at any level of analysis, such as:

- High quality qualitative (e.g., interview, observation) or quantitative (e.g., experimental, survey) research of all kinds analytical techniques including thematic analysis, content and structural equation modelling
- Archival and observational research using data drawn from the Internet
- Mixed methods research (e.g., surveys complemented with case studies)
- Research proposing and evaluating entrepreneurial artifacts (i.e. design science research)
- Comprehensive theory development papers.

RECOMMENDED TOPICS

- Antecedents, Mediators and Moderators of Digital End-User/Consumer Entrepreneurship
- Pathways of Digital End-User/Consumer Entrepreneurs
- Entrepreneurship Affordances of Digital Innovations/Platforms
- Entrepreneurship Constraints of Digital Innovations/Platforms
- Business Models of Digital End-User/Consumer Entrepreneurs
- Generational Cohorts and Digital End-user Entrepreneurs
- Evolution of “Influenpreneurs” (social media influencers who become entrepreneurs)
- Antecedents, Mediators and Moderators of Influenpreneurship
- Online Trust and “Influenpreneurs”
- Ethical and legal issues in Influenpreneurship
- Strategies of Influenpreneurs
- Influenpreneurs and Brand Perceptions
- Barriers and Challenges of Digital End-User/Consumer Entrepreneurship
- COVID-19 Pandemic Consequences and Digital End-User/Consumer Entrepreneurs
- Women and Digital End-user Entrepreneurs

SUBMISSION PROCEDURE

Submission Link:

<https://www.igi-global.com/calls-for-papers-special/international-journal-entrepreneurship-innovation/1130>

Researchers and practitioners are invited to submit papers for this special theme issue on **Digital Innovations and End-User Entrepreneurship** on or before **October 31, 2020**. All submissions must be original and may not be under review by another publication.

INTERESTED AUTHORS SHOULD CONSULT THE JOURNAL'S GUIDELINES FOR MANUSCRIPT SUBMISSIONS at <http://www.igi-global.com/publish/contributor-resources/before-you-write/>. All submitted papers will be reviewed on a double-blind, peer review basis. Papers must follow APA style for reference citations.

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