

# Opportunities of Digital Entrepreneurship

## Motivation

Digital transformation has opened up new opportunities and catalyzed innovative and disruptive advances across multiple industries. Entrepreneurs are taking advantage of digital technologies to fund innovation and the creation of digital products, services, and business models. This phenomenon is known as digital entrepreneurship. It involves the emergence of digital start-ups that rely entirely on digital technologies to create and transfer value. These endeavors lead to changes in entrepreneurial processes, innovating, competences, controlling, financing, institutions, and ecosystems. Information systems and entrepreneurship research has long focused on analyzing innovation and its positive economic impact. Today, digital entrepreneurship is recognized by many countries as a crucial element for economic development and job creation. However, it also poses challenges to established industries, forcing them to adapt to these new developments and technologies. This can have both positive and negative consequences for the economy and society.



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## Fragestellung

The aim of this work is the development of a better understanding of digital entrepreneurship and its implications. The questions below could be a starting point for possible areas of focus:

- How do entrepreneurs identify opportunities that arise through digital means?
- What's digital literacy doing for entrepreneurial skills?
- What new applications of digital technologies are being used for entrepreneurial activities and business development?
- How does the use of digital technologies enable new forms of value creation and platform innovation?
- To address the opportunities and challenges of digital transformation, how do established organizations engage with corporate entrepreneurship and start-ups?
- How do digital technologies affect entrepreneurial decision making?

## Vorgehen / Literatur

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