Track: Digital Technologies, Entrepreneurship and Innovation
Utrecht, the Netherlands, 16-18 October 2019

Track Chairs:
Oliver Som, Management Center Innsbruck, Austria
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Description of the track

The advent of digital technologies – products or services embodied in information and communication technologies or enabled by them (Lyytinen et al. 2016) - has entirely changed the way in which (new) organizations create value. New digital technologies such as social media platforms, data analytics software, crowd-based collaboration tools or mobile apps have changed the nature of entrepreneurial activities and innovation processes. Digital technologies enable startups and organizations to perform their functions much more effectively than before (Autio 2017), to make boundaries more fluid and agency more dispersed during the entrepreneurial process (Nambisan 2016), and to use collective ways of pursuing entrepreneurial activities (von Briel et al. 2017). For these purposes, organizations and new ventures use digital platforms for communication, decision-making, collaboration and funding activities (crowdsourcing, crowdfunding, social networking, code sharing, etc.) (Nambisan et al. 2017). Furthermore, their adaption is not limited to a specific sub-group of new ventures or industries: Digital technologies can potentially be used by any organization to enhance performance.

However, despite the important role of digital technologies, existing research in entrepreneurship has largely neglected their role in entrepreneurial activities. Much more research is required to explore the role of digital technologies on entrepreneurial behavior and innovation outcomes.

Key topics and research questions of the track

- What are the purposes digital technologies (platforms, apps, infrastructure) are used by startups and innovating actors? How does the same technology used by different actors in different contexts produce different innovation outcomes?
- Do digital technologies help startups to be more successful than others, do they help rise startup activity in general and in what stage of the venture creation process do they create the most value?
- Why are some entrepreneurs more successful than others in acquiring entrepreneurial resources through digital platforms (e.g. crowdsourcing, crowdfunding)?
- How do digital platforms (e.g. social media platforms, crowdsourcing platforms, service platforms) change the ways information are exchanged, goods and services are provided and communication is performed?
- How do digital platforms (e.g. social media platforms) help to create social capital on individual and on organizational level?
We encourage theoretical and empirical research papers that extend and develop our understanding how digital technologies fundamentally change entrepreneurial and innovation behaviour. We welcome research that uses a variety of empirical methods (e.g. surveys, but also web analytics, social media analytics) and encourage interdisciplinary research that applies new perspectives on the transformative character of digital platforms and infrastructure.

The deadline for submissions is 15th June 2019. All submissions must use the submission template and use the submission procedure on the webpage otherwise they will not be considered for review. Download the submission template here
Submit your paper here

The registration for the conference is open until 31st August 2019.
Register here