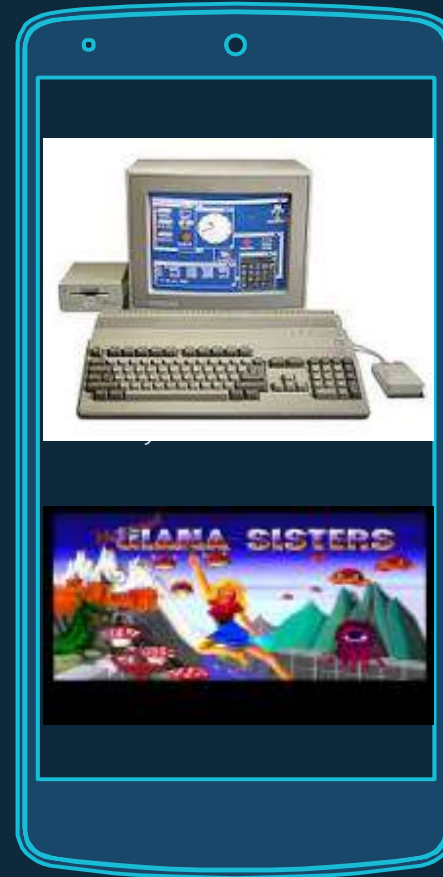


Introduction

Somewhere around 1987...





**In April 2019, 2.32 billion people used
Facebook actively every month**

That is a lot of users

**In 2015, worldwide revenue from
social media amounted to € 22.9 billion**

And a lot of money

100%

Dramatic change!





Hello!

I am Maren Borkert

- ◇ I have a wide-ranging knowledge of academic disciplines and international collaboration.
- ◇ For me Digital Entrepreneurship is a path to a more inclusive digital future.
- ◇ I believe that at its heart economics is about people.



In my research...

Research Questions:

- ◇ What incentivizes entrepreneurial actors?
- ◇ What are the gives and takes in digital entrepreneurial transactions?
- ◇ How is the digital affecting economic inequality and its social and cultural costs?

Theoretical Approach:

Entrepreneurial ecosystem +

Methodology:

Qualitative, quantitative, mixed methods & computational social science



4

core messages

• Digital entrepreneurs have shaped dramatically how we communicate and interact

• Digital entrepreneurship is an 'engine' for economic growth and change

Social life

Economics

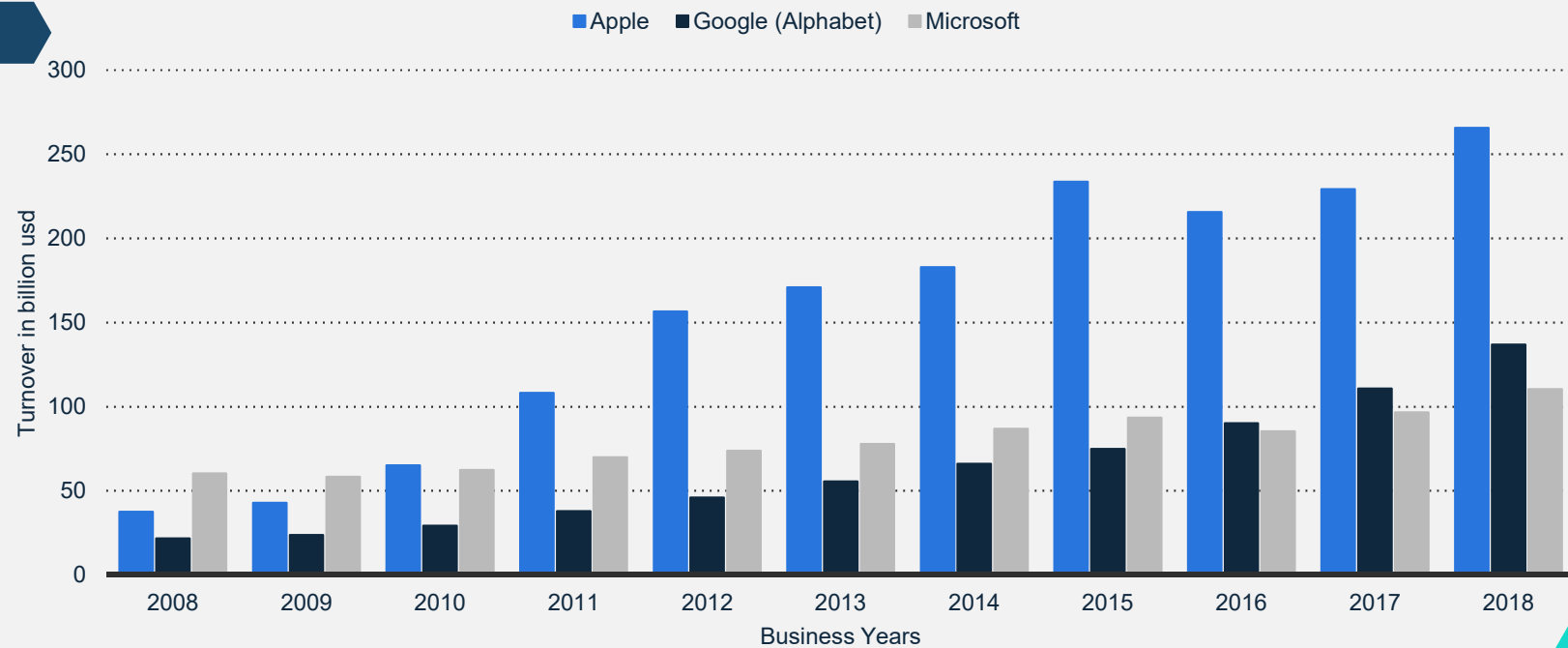
Politics

Science

• Digital entrepreneurship is an 'idea bank' for policymakers

The great public and economic attention on digital entrepreneurship is opposed to limited research

Turnover of Apple, Google (Alphabet) and Microsoft compared, 2008–2018 (in billion usd)




Note: Worldwide
Source(s): Apple; Microsoft; Google; [ID 176743](#)

Source: Statista 2019a



Fairer Work in the Digital Gig Economy

■ University of Oxford, WZB and Weizenbaum Institute for the Networked Society

- Types of digital platforms in the Berlin Gig Economy
 - Their governance modes and business models
 - Digital side-effect? → self-employed platform workers
- 

Digital City Competitiveness

◇ University of Technology Sydney,
comparison between Sydney and Berlin:

- Indices for digital cities and competitiveness
- Local start-up ecosystem for different key technologies (Blockchain & AI)
- Impact of relation between tech start-ups and ecosystem on city competitiveness





Only 1 article published before 2010

That is original

More than ½ of the articles < 2 years

That is recent

5 strands of literature:

digital business models, digital entrepreneurship stages,
platform strategies, entrepreneurship education, social digital
entrepreneurship

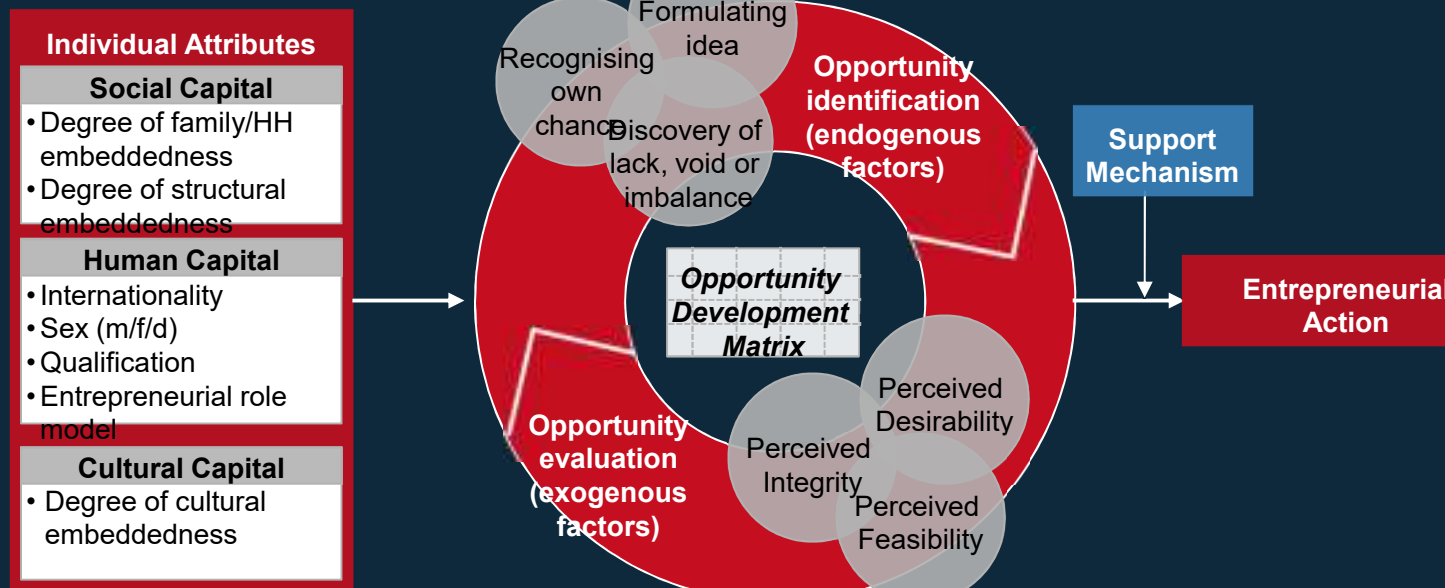
Strong focus on venture-side!

Source: Kraus et al. 2019





Opportunities under conditions of diversity



Source: own model



Making digital entrepreneurship inclusive

The human side

It focuses on the very people that are actually carrying out digital entrepreneurial endeavors. After all, it is people who individually or in groups make use of their creativity to generate ideas for new digital products and services.

The methods side

It focus on the research instruments used to explore digital entrepreneurship. Digital technologies are not a new terrain for old methods, instead they offer the possibility to restructure the study of socio-economic itself.

