



## **Call for Papers**

“Exploring Entrepreneurial Ventures, Family Firms, and Hidden Champions”  
6th International Research Forum on Mittelstand, biennial conference 2020

### **Track 03: Digital Transformation and Entrepreneurship: Opportunities, Challenges, and Impacts**

Mannheim, Germany, May 24<sup>th</sup>-26<sup>th</sup>, 2020.

Submissions accepted until January 25<sup>th</sup>, 2020.

#### **Track Chairs:**

Erik E. Lehmann (University of Augsburg, Germany)  
Andrew J. Isaak (Heinrich Heine University Duesseldorf, Germany)  
Maren Rottler (University of Mannheim, Germany)  
Dennis M. Steininger (University of Augsburg, Germany)

#### **Description of the track**

The digital transformation creates new opportunities and is thereby becoming an increasingly important driver of novel and often disruptive innovation and value creation. Entrepreneurs are pursuing these opportunities by leveraging digital technologies to finance innovation (Ahrens et al. 2019, Audretsch et al. 2016) or create new digital products, services, and business models. These activities are called (corporate) digital entrepreneurship and related new ventures are commonly referred to as digital startups if their business logic fully relies on digital technologies for value creation and transfer. Such endeavors see changes in entrepreneurial processes (e.g., opportunity recognition and pursuit), competences, financing, institutions, and ecosystems (Nambisan 2017, Steininger 2019, Sussan and Acs 2017). The analysis of innovation and its positive economic impacts have a long tradition in entrepreneurship research (Audretsch et al. 2006). Today, digital entrepreneurship is recognized by many countries as a very important element of economic development and job creation. However, at the same time it also challenges established industries and forces them to cope with these new developments and technologies and can also have further adverse consequences on the economy or on society (Shen et al. 2018, Veit et al. 2014).

This track focuses on understanding digital entrepreneurship and its implications: the opportunities and challenges of digitalization for entrepreneurial endeavors and established firms, specificities of processes in digital startups and for developing digital business models, and the related impacts on cities, regions, countries, or industries.

Submissions to this track are encouraged from all theoretical and methodological perspectives drawing from entrepreneurship, information systems, organizational behavior, strategic management, and others. Authors must clearly outline why their study is new and interesting for research and practice and how it relates to the track theme.

The following list of topics is neither exclusive nor exhaustive:

- Opportunities of Digital Transformation for Entrepreneurship
  - Opportunity recognition via digital means
  - Use of digital technologies by entrepreneurs (e.g., digital tools for business model creation and evaluation, big data, AI)
  - Investments in digital innovation and their economic or societal pay-offs
  - New value creation and platform innovation through digital technologies
  - Opportunities and management of digital methods of funding innovation and entrepreneurship (e.g., crowdfunding, ICOs)
  - Corporate entrepreneurship and startups within established organizations to approach opportunities and challenges of digital transformation
  - Digitalization of physical products or services
  - Exploitation of missing regulation of digital entrepreneurship (e.g., Uber)
  
- Processes, Organization, and Challenges of Digital Entrepreneurship
  - Competence and team needs of (corporate) digital entrepreneurs
  - Digital entrepreneurial culture
  - The role of universities and entrepreneurial ecosystems for digital entrepreneurship
  - Organization, organizational learning, and performance of digital startups
  - Management of digital business model innovation
  - Internationalization of digital startups
  - Alignment of digital capabilities and business models
  - Behaviour of startups, established firms, or users/consumers in newly created digital platform ecosystems
  - Industry-specific classification schemes of startups or business models (e.g. sharing economy, blockchain, or AI business model types)
  
- Impacts of Digital Entrepreneurship and Digital Transformation
  - Impacts of digital transformation and digital entrepreneurship on regions and countries (e.g., knowledge spill-over, innovation, job-creation, economic growth)
  - Responses of companies to emerging digital technologies and disruptors
  - The dark side of digital business models (e.g., negative impacts of sharing economy business models such as AirBnB or Uber on economy and society)
  - Influences of digital entrepreneurial and innovative activities on government policy or regulation

For details on timeline, formatting, and manuscript length, please kindly refer to the general guidelines on the conference website at: <http://www.forum-mittelstandsforschung.de>

To submit your paper to the 2020 conference:  
<http://www.forum-mittelstandsforschung.de>

### **Literature:**

- (1) Ahrens, J.-P., Isaak, A. J., Istipliler, B., and Steininger, D. M. 2019. "The Star Citizen Phenomenon & the 'Ultimate Dream Management' Technique in Crowdfunding," in

- Proceedings of the 40th International Conference on Information Systems (ICIS)**, Munich, Germany, pp. 1–9.
- (2) Audretsch, D. B., Keilbach, M. C., and Lehmann, E. E. 2006. **Entrepreneurship and Economic Growth**, New York: Oxford University Press.
  - (3) Audretsch, D. B., Lehmann, E. E., Paleari, S., and Vismara, S. 2016. “Entrepreneurial Finance and Technology Transfer,” **The Journal of Technology Transfer** (41:1), pp. 1–9.
  - (4) Nambisan, S. 2017. “Digital Entrepreneurship: Toward a Digital Technology Perspective of Entrepreneurship,” **Entrepreneurship Theory and Practice** (41:6), pp. 1029–1055.
  - (5) Shen, K. N., Lindsay, V., and Xu, Y. (Calvin) 2018. “Digital Entrepreneurship,” **Information Systems Journal** (28:6), pp. 1125–1128.
  - (6) Steininger, D. M. 2019. “Linking Information Systems and Entrepreneurship: A Review and Agenda for IT-Associated and Digital Entrepreneurship Research,” **Information Systems Journal** (29:2), pp. 363–407.
  - (7) Sussan, F., and Acs, Z. J. 2017. “The Digital Entrepreneurial Ecosystem,” **Small Business Economics** (49:1), pp. 55–73.
  - (8) Veit, D., Clemons, E., Benlian, A., Buxmann, P., Hess, T., Kundisch, D., et al. 2014. “Business Models: An Information Systems Research Agenda,” **Business & Information Systems Engineering** (6:1), pp. 45–53.

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**The deadline for submissions is 25<sup>th</sup> January 2020.**  
Submit your paper [here](#)