

Digital Entrepreneurship: A Brazilian Approach

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Abstract

Entrepreneurship is seen as a change, generally entailing risks beyond those normally found in opening a business, which may include other values beyond simply economic ones. When we consider digital entrepreneurship, we incorporate virtual mechanisms to create and extract value. It would be interesting to understand the relevance of this theme for the Brazilian academy. The objective of this study is to identify how the entrepreneur behaves in the digital environment, especially in Brazil. This is a documental study, with data search in secondary sources, almost a complete bibliometrics. The SCOPUS database was chosen for the search that was carried out in February 2022, therefore, the complete data of publications up to the year 2021 are considered. The expression "Digital Entrepreneur" was used as keywords using the truncation principle and resulted 377 publications. The main results suggest that from 2018 onwards, the trend slope changes drastically with an annual increase in the number of publications; the theme is universal, still without spaces for regionalisms; it is an emerging theme and there is still no interest in funding by Brazilian bodies.*

Keywords: Intellectual Property, Copyright, Entrepreneurship

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Entrepreneurship is the creation or extraction of value (diochon; anderson, 2011; Alvarez; Busenitz, 2001). With this definition, entrepreneurship is seen as change, generally entailing risks beyond those normally found in opening a business, which may include other values beyond simply economic ones. When we consider digital entrepreneurship, we incorporate virtual mechanisms to create and extract value. This almost anonymous form of action, as it distances the entrepreneurial agent from the social environment, facilitates actions without immediate or tangible feedback.

Studies by Richter et al. (2017) suggest that the sharing economy aims to monetize ideas and constitutes a future-oriented business format. In this way, the risks of anonymization of acts with the intention of monetizing ideas before concrete products are increased. The intangibility of actions resulting from the need to transform ideas into value is perceived, indicating little time to convert ideas into products or services so that it can then be converted into value. Value is associated with future intent and a greater risk of failure.

Li et al. (2018) also comment on this challenge and add interesting data about the need for Entrepreneurs of small and medium-sized companies to act. They typically have inadequate capabilities and limited resources and need to drive digital transformation in their companies. They claim that this phenomenon remains little researched in the existing literature. In this way, the challenge of small and medium-sized companies competing with large entrepreneurs is reaffirmed. The digital age makes this healthy clash possible, equalizes conditions and enhances the value of the capacity for elaboration and creation.

But it is not just the ability to turn ideas into value that is important to consider in this business area. The online environment, the field of action of digital entrepreneurship, reflects, reproduces and exacerbates offline social hierarchies (Dy; Marlow; Martin, 2017). This sociotechnical artifact needs to be considered when analyzing entrepreneurial actions, especially from the perspective of the risk of invading more aggressive mechanisms that can be used to gain access to the desired space. The challenge is to reach the user without offending the competition, without appropriating others' values or diminishing their value. In this way, if users adapt and change their behavior in a regularized way based on the perceived value of the means and ends of the new venture (Davidson; Vaast, 2010), institutional entrepreneurship may not always be necessary, specific and punctual actions are enough.

From this perspective, it would be interesting to understand the relevance of this theme for the Brazilian academy. Also have more information about who studies this area and what profile and what directions are given to researchers in the area of digital entrepreneur. The objective of this study is to identify how the entrepreneur behaves in the digital environment, especially in Brazil.

I. Method

This is a documental study, with data search in secondary sources, almost a complete bibliometrics. The SCOPUS database was chosen for the search, which was carried out in February 2022, therefore, the complete data of publications up to the year 2021 are considered.

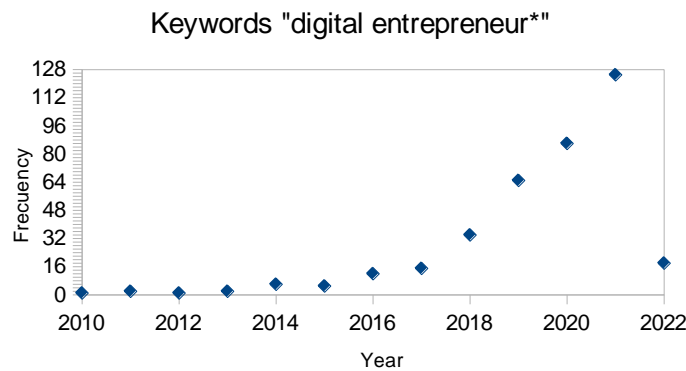
The expression “Digital Entrepreneur*” was used as keywords using the truncation principle and resulted in 377 publications. Quantitative analysis of publications was carried out, considering the relevance of all results, and no filters were applied because the study's objective was the frequency of publications rather than qualitative analysis.

Data were analyzed quantitatively in order to describe the scenario presented, but a filter was also applied to form the theoretical basis of this study. All results that had 50 or more citations were read and analyzed qualitatively. This filter resulted in 13 articles. The objective of using the most cited articles as a theoretical basis is based on the understanding that cited authors have more momentary acceptance in the scientific community. This is just the analysis criterion, without prejudice to other studies that may be more cited at other times.

II. Results

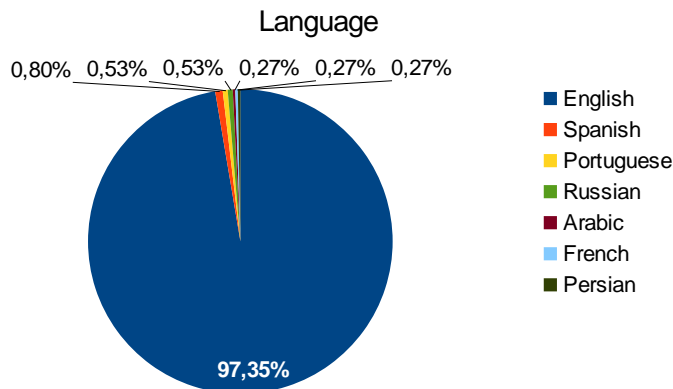
Figure 1 shows the number of publications related to the theme “Digital Entrepreneurship”. The principle of truncation was used, allowing access to entrepreneur and digital entrepreneurship. It is observed that the first publication took place in the year 2010 from the year 2018 onwards, the trend slope changes dramatically with an annual increase in the number of publications. The year 2022 is disregarded because the search in the database was carried out at the beginning of the year.

Figure 1 – Quantitative and publications with keywords “digital entrepreneur*”.



This study proposes to understand how the topic is treated in Brazil, so figure 2 shows the language of publication. It is noticed that once again the scientific language in this area is also English with more than 97% of the publications. This configuration suggests that the theme is universal, with no room for regionalism.

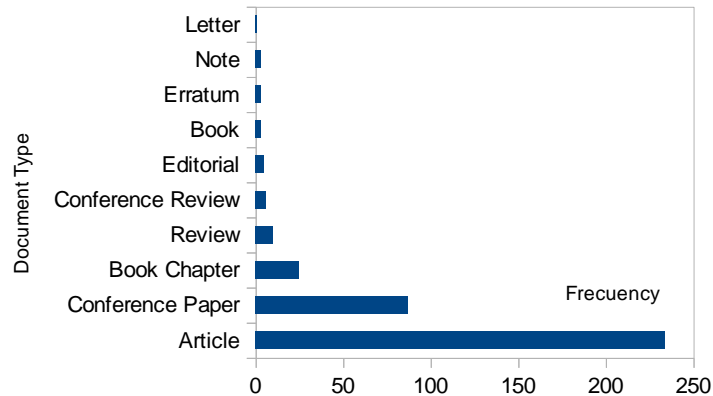
Figure 2 – Original language of publications in the area of Digital Entrepreneurship.



Understanding that the theme is universal and recent, figure 3 shows the resulting forms of publications. It is natural that the form of articles is the most frequent, but it is worth mentioning the number of resulting

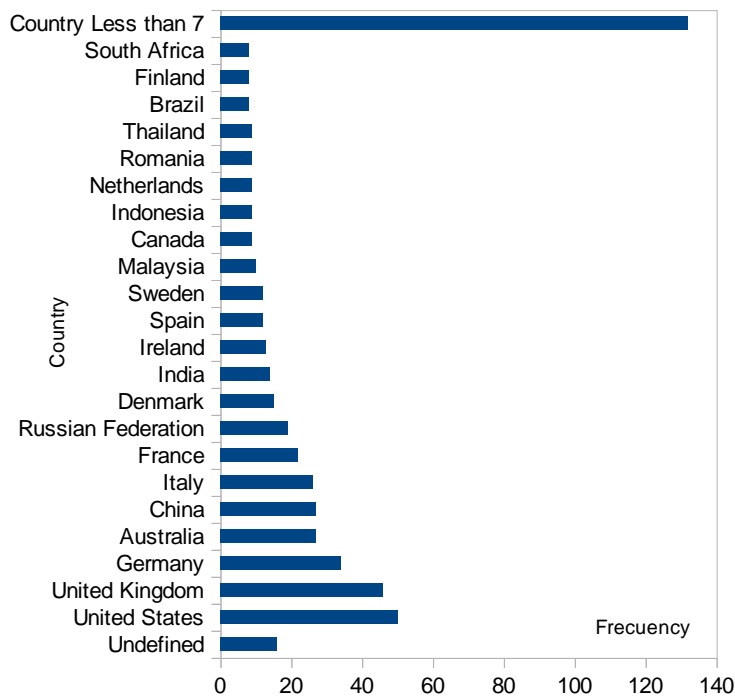
“conference papers”. Emerging themes are usually presented at conferences because they are faster to share in the scientific community, in line with previous data.

Figure 3 – Types of publications in the field of Digital Entrepreneurship.



Even considering that the focus of this study is to analyze the theme in Brazil, Figure 4 shows the origins of the funding bodies of the studies. It is worth noting that not all studies report a funding body and that it is also common for the body that offers a postgraduate scholarship to be cited as the study's funding body, although it is not actually funding the study. In this regard, 4 studies accuse funding by Brazilian entities and 1 study presents authors with affiliation to the Brazilian University, suggesting work in partnership with international entities.

Figure 4 - Origin of indicated funding for studies in the area of Digital Entrepreneurship.



III. Discussion

The topic of digital entrepreneurship is important to be discussed as it is an important and emerging area of entrepreneurship focusing on how new organizations – born in the digital era – develop and adapt their strategies and business models when their products and services must be coordinated within and between digital platforms (Srinivasan; Venkatraman, 2018). Literature is an indicator of relevance and timeliness of interest among the scientific community. In this case, it is evident that this is a topic of the present that needs more theoretical support for understanding and evolution to future needs.

Kraus et al. (2018) state that numerous new opportunities have been created for entrepreneurs and success factors, as well as challenges for digital entrepreneurial activities. Not only have business models and their various possible forms and characterizations been shaped around digital potential; in fact, many new forms of business did not exist until modern advances in digital technology. Thus, with the rapid digitization of products and services across all sectors, entrepreneurial opportunities in these markets are also increasingly infused with digital technologies (Nambisan, 2017). Perhaps it justifies the high number of presentations at conferences on the subject. This trend may show that the interest in standing out as a researcher in the area is great, increasing the pertinence of this study.

The entire ecosystem involved in the digital environment and its legal consequences should also be considered because, as Sussan and Acs (2017) state, a socially constructed open digital governance structure raises many new questions regarding the balance of power between many associated parties (e.g. example, users, entrepreneurs, industry operators and regulators) whose motivation for participating in the ecosystem differs significantly. This factor is still not reflected in the Brazilian bodies funding research in the area. The low amount of research financed internally demonstrates that in Brazil, as a political program, the need to produce knowledge to anticipate the legal setbacks that could potentially arise has not yet arisen. At the same time, specific policies are needed to support and encourage entrepreneurship and the creation of startups in the fields of digital services and the development of applications based on data, especially in areas where there are technical gaps (Angelidou et al., 2017)

Entrepreneurship in the digital economy involves three distinct but interrelated types of opportunities: business, knowledge and institutional. The disruptive and knowledge-intensive nature of information technology requires entrepreneurs to engage in every form of entrepreneurial practice to create sustainable ventures (Davidson; Vaast, 2010). This analysis challenges the notion that the internet is a neutral platform for entrepreneurship and supports the thesis that offline inequality, in the form of marked bodies, social positionality and associated resource constraints, is produced and reproduced in the online environment (Dy; Marlow; Martin, 2017).

Offline inequality turns into equality in online systems and this “sharing economy” depends on modern Information and Communication Technologies and Web 2.0 to establish successful business models based on sharing underutilized assets for monetary and non-monetary benefits (Richter et al., 2017). In an open environment (in this case, virtual) it is possible to equalize opportunities between small, medium and large entrepreneurs and further stimulates the search for self-insertion options in the market so that it is visible to the consumer. Today, the Internet makes a huge variety of products and services available to everyone on the planet with an Internet connection (Hull et al., 2007).

The resulting value to the practice takes the form of identifying key steps and building blocks that digital entrepreneurs should carefully consider and implement in the early stages of their startup's development. Learning how these steps and the elements of creating, delivering and capturing value become more or less relevant as the context changes can help entrepreneurs to target their efforts and allocate their traditionally scarce resources effectively (Ghezzi; Cavallo, 2020). It should also be considered that digital marketing involves the search for marketing through digital means (Hull et al., 2007), which opens up the need for a broader understanding of its operation and adjustments, in order to preserve its integrity.

Thus, considering using a mixture of qualitative and quantitative research methods, Elia, Margherita and Passiante (2020) suggest that one could respond to the aforementioned curiosities and advance current knowledge about the impact of digital technologies on the entrepreneurial ecosystem and the relevance of collective intelligence as an approach to develop more robust and sustainable solutions and innovative ventures.

Developing and bringing innovative Information Technology products to market is considered very important, as is the heavily researched challenge of protecting intellectual property for this type of startup (Steininger, 2019). The speed with which the subject develops suggests that it would be opportune to dedicate time to understanding how the mechanisms of intellectual protection work. If open virtual environments enhance and facilitate the positioning of entrepreneurs in the market, equalize opportunities between small and large entrepreneurs, it also offers the opportunity to abuse opportunities in an intangible way when we deal with ideas and in a tangible way, when we deal with images that are associated with products. and/or services from which you want to create or extract value.

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