

CALL FOR PAPERS

Special Issue of *Small Business Economics: An Entrepreneurship Journal*

“Understanding the Implications of Online Social Media for Entrepreneurship”

Special Issue Editors:

Leon Schjoedt, Mahasarakham University, Thailand

Eileen Fischer, York University, Canada

Andrew C. Corbett, Babson College, USA

Atthaphon Mumi, Mahasarakham University, Thailand

All submissions are due no later than **November 30, 2019**.

Online social media such as Facebook, YouTube, and Twitter are proliferating in society; they represent a subset of digital ecosystems in which “computer-mediated tools that make it possible for anyone to create, circulate, share, and exchange information in a variety of formats and with multiple communities” (Leonardi and Vaast, 2017: 150). People and organizations increasingly employ online social media (e.g., social networking sites, blog platforms, micro-blogging tools, wikis, and social tagging tools) to communicate with specific others or to broadcast messages. Considering the profound impact social media have had, and are expected to have, on people’s behavior and the large potential social media hold for organizations, it is no surprise that social media is already affecting organizational behaviors and processes (Bird, Schjoedt, and Baum, 2012; Leonardi and Vaast, 2017).

As with individuals and organizations, a growing number of entrepreneurs are adopting social media in their venture efforts (e.g. Fischer and Reuber, 2011, Mumi, Obal, and Yang 2018). While entrepreneurs may use social media to assess their business concept, reach potential customers, employees, and investors, and more, social media is also generating a new group of entrepreneurs. Some bloggers—as well as vloggers—become, *de facto*, entrepreneurs as they seek to create, circulate, share, and exchange information with multiple communities in order to influence individuals in return for some forms of compensation. As such these entrepreneurs engage in digital entrepreneurship [although not all digital entrepreneurship activities are based on social media (e.g., Amazon)]. Despite the growing literature on digital entrepreneurship in general (e.g., Davidson and Vaast, 2010; Evans & Schmalensee, 2016; Nambisan, 2017; Sussan and Acs, 2016) and despite the widespread use of social media, relatively little research addresses social media in the context of entrepreneurship.

The overarching purpose of this special issue is to gain a better understanding of the multi-faceted implications of online social for entrepreneurship. More specifically, the purpose is to examine such fundamental questions in entrepreneurship research as: (1) why, when, and how opportunities for new venture creation arise from the use of social media (Shane and Venkataraman, 2000; Sussan and Acs, 2016) ; (2) why, when, and how social media facilitate the discovery, evaluation, and exploitation of opportunities (Autio, Dahlander, and Frederiksen, 2013; Shane, 2012; Shane and Venkataraman, 2000); and (3) how might social media thwart, impede or undermine entrepreneurial undertakings? With this special issue, we seek innovative research using multidisciplinary approaches that generates new, or builds on existing, debates and key questions to facilitate a larger, richer, and more robust understanding of social media’s implication for entrepreneurship. Given the interdisciplinary nature of the actions and activities of both entrepreneurship and social media, one goal for

this special issue is to attract submissions from scholars within the fields of entrepreneurship, computer information systems, strategy, economics and marketing to name just a few. Similarly, we intend to attract theory papers using varied lenses and empirical papers that cross all methodological designs and approaches.

Research on all areas of entrepreneurship addressing the implications of social media for entrepreneurship is welcome. This includes, but is not limited to, the following topics of interests:

- The role of social media in opportunity recognition, creation, and refinement;
- Spill-over effects between social media and entrepreneurs' network;
- Social media user entrepreneurship;
- Social media, bricolage, causation, effectuation in the entrepreneurial process;
- Social media as a tool for entrepreneurial learning;
- Social media and its role as a fast-prototyping tool;
- Social media and the start-up activities in the new venture creation process;
- Social media as the network-based digital marketplaces for new types of entrepreneurs (bloggers, vloggers etc.);
- Social media-based entrepreneurship in developing economies;
- Regional differences in social media and its' influence on new venture creation;
- Social media and social entrepreneurship;
- Social media and corporate entrepreneurship;
- Social media empowerment or disenfranchisement of women and minority entrepreneurs;
- Social media and the innovation process in the context of entrepreneurship;
- Ethical issues, such as those related to the collection of personal data, relevant for entrepreneurs engaging with social media; and
- Challenges for entrepreneurs arising from social media phenomena such as trolling, fake news, or hashtag hijacks.

This is an open call for papers. Again, we welcome submissions from scholars in all areas of research and in the international research community who have a particular interest in social media and entrepreneurship. Researchers interested in publishing in the Special Issue should submit their paper to the Special Issue editors at socialmediainentrepreneurship@gmail.com.

All submissions are due no later than **November 30, 2019**.

Papers should be no longer than 8,000 words in length, including references; they should not currently be in print or submitted for consideration to another journal. All submissions should conform to the SBEJ manuscript submission guidelines (i.e. Instructions for Authors) available at

https://www.springer.com/business+%26+management/journal/11187?detailsPage=pltc_i_2323134.

All papers should be fully referenced with appropriate permissions obtained, where relevant. Shorter research notes are also welcomed. Initially all papers will be reviewed by the editors. Papers selected for potential inclusion in the edition will be subject to double blind peer review. Intentions are to publish the Special Issue in late 2020. *Small Business Economics* has

an impact factor of 2.852 (2017) and is published by Springer Nature Publishing. The Editor-in-Chiefs are David B. Audretsch and Zoltan J. Acs.

Please contact any of the Special Issue editors for any further queries at socialmediainentrepreneurship@gmail.com.

Small Business Economics: An Entrepreneurship Journal publishes rigorous research on entrepreneurship, self-employment, family firms, small and medium-sized firms, and new venture creation. The journal has a broad scope, including entrepreneurs' characteristics, occupational choice, new ventures and innovation, firms life courses and performance; as well as the role played by institutions and public policies within local, regional, national and international contexts. Articles published in *Small Business Economics* typically emphasize the economic and societal relevance of research findings. As a leading entrepreneurship journal, *Small Business Economics* publishes both theoretical and empirical papers, while encouraging interdisciplinary and cross-disciplinary research from a broad spectrum of disciplines and related fields.

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