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Understanding Social Media and Entrepreneurship

The Business of Hashtags, Likes, Tweets and Stories

Series: Exploring Diversity in Entrepreneurship

- Examines social media and entrepreneurship from individual, group, firm and societal levels
- Features contributions from preeminent scholars in entrepreneurship
- Covers topics such as gender, education and socioeconomics

Social media offers an opportunity for people to enlarge their exposure to information; information about important changes and trends in technology, markets, government policies, or society in general that can facilitate entrepreneurship, business development, and more. Despite the widespread cultural and social effects of social media in the way people communicate and interact, little research has addressed the role of social media in entrepreneurship. This book fills this gap by exploring the influence and consequences social media has on entrepreneurship at the individual level, group level, venture (firm) level and societal level. Specific social media platforms (e.g., Facebook, Twitter, Instagram, etc.) will be explored as well as topics such as gender, education and socioemotional wealth.

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