Global Entrepreneurship and New Venture Creation in the Sharing Economy

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Technological advances have resulted in higher development of online businesses. As such, new entrepreneurs need to develop a different set of skills and strategies to be successful in the realm of digital business.

Global Entrepreneurship and New Venture Creation in the Sharing Economy is a pivotal reference source for the latest scholarly research on knowledge and skills essential to entrepreneurs for new business start-ups in the globalized and digital age. Featuring extensive coverage on a broad range of topics such as branding, social capital, and e-commerce, this publication is ideally designed for professionals, researchers, and academicians seeking current research on developing the right mindset, culture, and behaviors for business success in the digital age.


Topics Covered:

- Branding
- Corporate Entrepreneurship Capability
- E-Commerce
- Entrepreneurship Education
- Human Capital
- Small and Medium Enterprises (SMEs)
- Social Capital
- Venture Capital Landscape

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