Strategic Approaches to Successful Crowdfunding

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

Djamchid Assadi (Burgundy School of Business, France)

Description:

The integration of technology into entrepreneurial initiatives has led to the use of online communities to raise funds for projects and ventures. Through the use of social media platforms and the social web, crowdfunding has provided an innovative, large-scale fundraising solution for both personal and professional initiatives.

Strategic Approaches to Successful Crowdfunding brings together a collection of research-based chapters relating to the use of the social web to raise funds and provide financial support for start-up companies, individual pursuits, and philanthropic endeavors. Focuses on a diverse set of topics relating to e-commerce, capital investment, peer-to-peer lending, digital philanthropy, and virtual communities.

Readers:

This timely publication is an essential reference source for academicians, researchers, professionals, and graduate students interested in understanding the dynamics, best practices, and managerial solutions for drawing funds and financial support from online communities.


Topics Covered:

- Crowdsourcing
- Microfinance
- Online Communities
- Peer-to-Peer Lending
- Project Initiators
- Small and Medium-Sized Enterprises
- Social Capital
- Social Web

Hardcover + Free E-Access: $205.00
E-Access + Free Hardcover: $205.00

Order Information
Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com
Table of Contents

Preface
Djamchid Assadi, Burgundy School of Business, France

Chapter 1
In Search of Crowdfunding Business Models
ASSADI Djamchid, Burgundy School of Business, France

Chapter 2
Intermediate Crowdfunding: A Foundational Assessment
Joan MacLeod Heminway, The University of Tennessee College of Law, United States of America

Chapter 3
To lend or not to lend: Exploring the early days of peer-to-peer lending to small businesses
Traci L. Mach, Board of Governors of the Federal Reserve System
Courtney M. Carter, Board of Governors of the Federal Reserve System
Callin R. Slattery, University of Virginia

Chapter 4
How do the crowdfundingers judge the crowdfunded? Crowdfunding, social capital, and the gatekeepers of the financial legitimacy
Mathieu-Claude Chaboud, Burgundy School of Business, France

Chapter 5
Toward a Typology of Crowdfunding Motivations
Vedantam Leela, National Law University, Jodhpur, India

Chapter 6
Proactive Law as Competitive Advantage in Crowdfunding
Jack Wroldsen, Oklahoma State University, United States

Chapter 7
Crowdfunding as an open innovation for co-creation
Carmen Escudero Guirado, Comillas Pontifical University, Spain
Carmen Goytis Castro, Comillas Pontifical University, Spain

Chapter 8
Basic Types of Project Initiators-Contributor Relations in Platform-Based Online Crowdfunding
Javier Vidal-Garcia, Universidad de Valladolid, Spain
Marta Vidal, Complutense University of Madrid, Spain

Chapter 9
Exploring the Spheres of Crowdfunding
Bernard Owens Imehiaegbe, Kingston University, United Kingdom

Chapter 10
Can Social Dynamics Be Channeled from Offline to Online Communities? Commitment, Compliance and Cooperation from Microfinance to Crowdfunding
Sharam Allari, NEOMA Business School
Djamchid Assadi, Burgundy School of Business
Arvind Ashta, Burgundy School of Business

Chapter 11
Does crowdfunding (creatively) disturb the conventional (banking) alliances with support networks for financing (micro-) entrepreneurs? Nathalie Mercier, Banque Populaire de Bourgogne Franche-Comté, France
Hayyan Atia, Burgundy School of Business (Groupe ESC Dijon Bourgogne), France
Arvind Ashta, Burgundy School of Business (Groupe ESC Dijon Bourgogne), France
Maelia Bonescu, Burgundy School of Business (Groupe ESC Dijon Bourgogne), France
Ahmadou Bambe Ndiaye, Burgundy School of Business (Groupe ESC Dijon Bourgogne), France

Chapter 12
Crowdfunding: Waker of Small Hidden Insignificant Funds?
Zorica Golic, University of East Sarajevo, Faculty of Economics Pale, Bosnia and Herzegovina

Chapter 13
Can crowdfunding provide a solution for the financial problems of SMEs in Turkey?
Beyza Obu, Istanbul Bili University, Turkey

Chapter 14
Crowdfunding and Slow Money: Challengers or Partners A Field Perspective
Jung Aymere, Slow Money Francophone, Sustainable Finance Geneva, Switzerland

Chapter 15
Separating the wheat from the chaff: Sharing versus self-interest in crowdfunding
Martyn Sahakian, Faculty of Geosciences and the Environment, The University of Lausanne, Switzerland
Jean-Michel Servet, The Graduate Institute of International and Development Studies, Geneva, Switzerland

Chapter 16
Do the Social Web 2.0 Media foster Democratization?
Rasoul Namazi, École des hautes études en sciences sociales (EHESS), France

---

Djamchid Assadi is Professor and member of the research team of the Banque Populaire Chair in Microfinance, Burgundy School of Business, Dijon, France. He is a specialist in (online) strategy and marketing. His research focuses on the impact of non-economic factors on the buying behavior and strategic behavior and "Peer-to-Peer" relations including "social lending". He has taught at several universities in France and the United States. He has written many books, several book chapters, articles and papers presented at numerous conferences. He holds a Ph.D. in Marketing Strategies and Communication from the University of Paris at Dauphine, Paris, France.