Guest Editorial Preface

Special Issue on Innovation and Entrepreneurship in the Internet Age: Practices, Opportunities, and Challenges

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In recent years, enterprises and organizations have survived with more innovative, collaborative and spacious business models and processes recognizing the value of external innovation networks and ecosystems. In addition, various market issues and competitive forces are influencing the entrepreneurial dynamics. Despite the increasing acknowledgement that innovation and entrepreneurship are important drivers in the internet age, the perspective of opportunities and challenges in these processes have been less deeply debated. Capriciously changing market issues and challenges reveal barriers of existing strategies to successfully deal with business innovation and sustainability. Moreover, the diffusion of information and internet technologies enable collaboration and internationalization by enterprises through a variety of innovative channels and improved the speed of communications and transactions, and diminished their human and financial resource limitations.

The purpose of this special issue is to shed new light on innovation and entrepreneurship in this popularized internet age. This special issue provides readers with insightful discussion on innovation, entrepreneurship, and the development of information technologies in theory and practice.

ABOUT THIS SPECIAL ISSUE

This special issue of International Journal on Semantic Web and Information Systems (IJSWIS) brings together a group of four papers by researchers and practitioners whose work deal with topics related to innovation & entrepreneurship in the Internet age.

The first article, Contextual Determinants of e-entrepreneurship: Opportunities and Challenges, (Chen and Zhang) illustrates contextual determinants on e-entrepreneurship. Based on a case study on Mobike, the authors investigate an emerging digital start-up in China and then proposes a systematic conceptual framework and summarizes six contextual determinants of e-entrepreneurship. They report that the six context factors will not only promote but also restrict opportunity discovering and exploiting.

The second article, Enhancing Consumers’ Stickiness to Online Brand Communities as an Innovative Relationship Marketing Strategy, (Chen, Tsai and Ke) focuses on female consumers’ stickiness to an SNS-based online brand community by integrating both enterprise- and consumer-related dimensions. The authors use structural equation modeling to investigate the antecedents and outcomes of consumers’ stickiness to online brand communities from the female’s perspectives.

The third article, Social Presence and User-Generated Content of Social Media in China, (Sun and Hong) analyzes the relationship between the social presence, the user’s value and the
user-generated content behavior. The authors use structural equation modelling to test 12 research hypotheses. Their research findings revealed that social presence can increase user value, thereby promoting UGC behavior.

The fourth article, Coupling Coordination of Internet Development, Technology Innovation and Star Hotel Efficiency, (Ruan and Li) uses a quantitative method to explore the relationship between Internet development, technological innovation and star hotel efficiency in China. The authors first adopt the entropy weighting approach to evaluate the development level of Internet and technological innovation in 31 provinces and then analyze the evolutionary relationship between the three systems in China using the patiotemporal dimension.

The papers included in this issue reflect a variety of perspectives on practices, opportunities, and challenges in the internet age. I hope that they serve to delineate the landscape of Innovation and entrepreneurship in the promising but challenging Internet era.

Yen Chun Wu
Guest Editor
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