83-752

Bachelor Seminar Digital Entrepreneurship

Overview

This seminar on digital entrepreneurship examines how new and established organizations create, deliver, and capture value through digital technologies. Digital artifacts and infrastructures (e.g., AI, cloud platforms, IoT, distributed ledgers, data and analytics) make entrepreneurial opportunities more fluid, scalable, and globally accessible, while also introducing new uncertainties, dependencies on platforms and ecosystems, and regulatory and ethical challenges. Beyond startups, digital entrepreneurship also occurs within and around incumbent firms through digital corporate venturing, spin-offs, and ecosystem-based innovation.

This seminar explores how digital technologies shape entrepreneurial opportunities, venture creation, and venture growth. We will discuss research on digital ventures, platform and ecosystem entrepreneurship, digital business models, and digital funding and scaling mechanisms. Students choose a topic from a list of research questions (or propose their own) and develop a seminar paper based on a structured literature review.

Learning outcomes

Students learn to…
- explain core concepts and theoretical lenses in digital entrepreneurship and related information systems research.
- identify and evaluate how digital technologies enable (and constrain) opportunity creation, venture design, and venture growth.
- analyze digital business models and platform/ecosystem strategies of digital ventures.
- critically appraise empirical research designs used in digital entrepreneurship studies (e.g., case studies, digital trace data, experiments).
- communicate research insights clearly in written form and in presentations, using appropriate academic conventions.

Contents

The following list of topics exemplifies the contents covered:
- Foundations of digital entrepreneurship
- Designing and scaling digital ventures
- Platform and ecosystem entrepreneurship
- Digital funding and growth mechanisms
- Responsible and sustainable digital entrepreneurship
- Workshops on how to design and write a seminar paper:
  - How to do a literature review
  - How to write a scientific paper
- Presentations of the student seminar papers
- Presentations and critical discussions of seminal scientific articles on digital entrepreneurship

Preliminary Schedule

Session	Topic	Date	Hours
1	Kick-Off: Introduction and topic assignment	10.04.2026	16:00-20:00
2	Refresher workshops on how to design and write a seminar paper ("scientific writing")	24.04.2026	16:00-20:00
3	Presentations based on allocated research papers plus discussion I	12.06.2026 (date will potentially be changed)	16:00-20:00
4	Presentations based on allocated research papers plus discussion II	26.6.2026	16:00-20:00
5	Paper development workshop	27.06.2026	9:00-15:00

Required Readings
- By topic area, to be added

Assessment

Grading in this course is based on three main components. Assessment schemes will be used and made accessible to the students. To pass the seminar, all three partial examinations must be passed.

1) Presentation of a seminal scientific paper on digital entrepreneurship (20% of final grade)
2) Submission of seminar essay (70% of final grade)
3) Presentation of learnings from the paper development workshop (10% of final grade).

Topic 1	**Foundations of digital entrepreneurship**
	• What is characteristic for digital entrepreneurship? • Which properties of digital technologies matter for entrepreneurship? Nambisan, S. (2017). Digital Entrepreneurship: Toward a Digital Technology Perspective of Entrepreneurship. *Entrepreneurship Theory and Practice*, *41*(6), 1029-1055. Steininger, D. M., Brohman, M. K., & Block, J. H. (2022). Digital Entrepreneurship: What Is New If Anything? *Business & Information Systems Engineering*, *64*(1), 1-14.
Topic 2	**Designing digital market offerings and business models**
	• How do digital ventures design offerings under tension between generative technology and existing environments? • How do digital business models evolve through experimentation and recombination? Von Briel, F., Recker, J., & Davidsson, P. (2018). Not all digital venture ideas are created equal: Implications for venture creation processes. *Journal of Strategic Information Systems*, *27*(4), 278–295 Lehmann, J., Recker, J., Yoo, Y., & Rosenkranz, C. (2022). Designing Digital Market Offerings: How Digital Ventures Navigate the Tension Between Generative Digital Technology and the Current Environment. *MIS Quarterly*, *46*(3), 1453-1482. Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). Digital Business Strategy: Toward a Next Generation of Insights. *MIS Quarterly, 37*(2), 471-482.
Topic 3	**Platform-based entrepreneurship and ecosystem dynamics**
	• How do digital platforms enable new venture creation and entrepreneurial action by complementors? • How do governance, openness, and boundary resources influence entrepreneurial outcomes? • How do entrepreneurs navigate dependence on dominant platforms? Parker, G., Van Alstyne, M. W., & Jiang, X. (2017). Platform Ecosystems: How Developers Invert the Firm. *MIS Quarterly*, *41*(1), 255-266. Srinivasan, A., & Venkatraman, N. (2018). Entrepreneurship in digital platforms: A network centric view. *Strategic Entrepreneurship Journal*, *12*(1), 54–71. Ceccagnoli, M., Forman, C., Huang, P., & Wu, D. J. (2012). Cocreation of value in a platform ecosystem: The case of enterprise software. *MIS Quarterly*, *36*(1), 263–290.
Topic 4	**Scaling digital ventures and managing growth**
	• How do digital ventures scale their activities? • What organizational mechanisms help manage growth under rapid change?

	Huang, J., Henfridsson, O., & Liu, M. J. (2022). Extending Digital Ventures Through Templating. *Information Systems Research*, *33*(1), 285-310.
	Svahn, F., Mathiassen, L., & Lindgren, R. (2017). Embracing Digital Innovation in Incumbent Firms: How Volvo Cars Managed Competing Concerns. *MIS Quarterly*, *41*(1), 239-253.
Topic 5	**Digital funding, community, and data-driven venturing**
	• How do entrepreneurs use digital funding and community mechanisms (e.g., crowdfunding) to mobilize resources? • What role do digital trace data and online social influence play in venture financing and growth? Ingram Bogusz, C., Teigland, R., & Vaast, E. (2019). Designed entrepreneurial legitimacy: The case of a swedish crowdfunding platform. *European Journal of Information Systems*, *28*(3), 318–335. Burtch, G., Ghose, A., & Wattal, S. (2013). An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-Funded Markets. *Information Systems Research*, *24*(3), 499-519.
Topic 6	**Responsible and sustainable digital entrepreneurship**
	• How can digital entrepreneurship contribute to sustainability and societal goals, and what are the trade-offs? Young, A., Selander, L., & Vaast, E. (2019). Digital organizing for social impact: Current insights and future research avenues on collective action, social movements, and digital technologies. *Information and Organization*, *29*(3), 100257. George, G., Merrill, R. K., & Schillebeeckx, S. J. D. (2020). Digital Sustainability and Entrepreneurship: How Digital Innovations Are Helping Tackle Climate Change and Sustainable Development. *Entrepreneurship Theory and Practice*, *45*(5), 999-1027.

The Lecturer

Dr. Johanna Lorenz is a postdoctoral researcher at the Institute of Management and Decision Sciences at Hamburg University of Technology (TUHH). She earned her PhD at the University of Hamburg, where she also conducted research at the Nucleus Professorship for Information Systems and Digital Innovation. Her work lies at the intersection of digital innovation and digital entrepreneurship, with a particular focus on human–algorithm collaboration in high-risk settings, "corporeal computing," and innovation and entrepreneurship in the experience economy. Johanna also brings strong knowledge-transfer experience from several years in an EXIST-funded initiative supporting university-based start-ups, where she mentored teams and helped strengthen exchange and transfer between academia and Northern Germany's start-up ecosystem.