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**DIGITAL ENTREPRENEURSHIP
AND THE SHARING ECONOMY****Evgueni Vinogradov, Birgit Leick,
Djamchid Assadi (Eds.)**New York and London: Routledge, 2021.,
str. 238.**Introduction**

E. Vinogradov, B. Leick and D. Assadi research the profound relations between digital entrepreneurship, sharing economy, disruptive innovations, artificial intelligence, blockchains, the internet and other variables. They point that “the concept of the sharing economy has become increasingly popular in the past few decades in response to major technology and societal shifts. As the digital revolution progresses, a dynamic change associated with the sharing economy is altering the way how transactions between individuals, businesses and organizations are shaped and delivered”. In that context, the author finds that “...this shift also poses potentially drastic changes for the society to grapple with, as the new innovative technologies permeate products and services as well as entire business models through, e.g., artificial intelligence (AI), cryptocurrencies, blockchain technologies, internet of things, and technology-based surveillance”.

Regarding digital entrepreneurship, Soltanifar and associates find numerous opportunities to launch new entrepreneurial ventures and generate entrepreneurial opportunities in the digital sphere. Furthermore, technology and Internet-based media enable us to create a plethora of business opportunities, all the more so when we consider the internet’s potential in terms of user base and coverage.¹

The authors Jablonski & Jablonski propose hybrid business models for entrepreneurs and SMEs based on a combined implementation of big data and sharing economy concepts. Connecting both images at the business model level provides an opportunity for creating pioneering solutions. Furthermore, technological and business aspects can create opportunities to change from the existing approach based on the classical value chain up to network access.²

Regarding innovation, Gay and Szostak talk about the importance of innovation as a driver of enterprise competitiveness and country growth, but innovation is presented through a dilemma. However necessary, it brings uncertainty and is complex to understand and implement. This dilemma worries all companies regardless of size, but they state that SMEs are more exposed to this uncertainty.³ Also, Ranković and Ilić find that scientific findings and innovations produced in laboratories are frequently insufficiently applicable for commercial purposes, and even when they are, they require significant modifications to be more readily accepted by the market.⁴

¹ Soltanifar, M., Hughes, M., & Göcke, L. (2021). *Digital Entrepreneurship Impact on Business and Society*. Charm: Springer International Publishing; Springer.

² Ilić M. (2021). Adam Jabłoński, Marek Jabłoński: *Social Business Models in the Digital Economy*. *Revija za socijalnu politiku*, (Review), Vol. 28 No. 2, 284-288. <https://doi.org/doi: 10.3935/rsp.v28i2.1811>.

³ Gay, C., Szostak, B. (2019). *Innovation and Creativity in SMEs*. London: ISTE Ltd; John Wiley & Sons, Inc.

⁴ Ranković, M. & Ilić, M. (2021). Mariusz Soltanifar, Mathew Hughes, Lutz Gocke – *Digital Entrepreneurship, Impact on Business and Society* (2021), Springer International Publishing): *Entrepreneurship Research Journal*, (), 000010151520210275. <https://doi.org/10.1515/erj-2021-0275>.

The importance of the book

In the digital world, the combination of new technological opportunities and omnipresent social trends has resulted in significant changes in artificial intelligence, cryptocurrencies, blockchains and the internet as well as in technological surveillance. New business opportunities are available to companies as a result of these advancements in the sharing economy.

“Digital Entrepreneurship and the Sharing Economy“ intersects digital enterprise and the sharing economy. This book discusses three main ways of becoming entrepreneurial in the sharing economy: digital enterprise by developing new platforms for sharing economies; technology enterprise through sharing platforms; and innovation in business models or business models that the sharing economy has impacted. In addition, “Digital Entrepreneurship and the Sharing Economy” discusses critical societal issues raised by the sharing economy’s governance structure.

The book is innovative and combines variables necessary to be introduced and positioned in consequence of people, business, academia and government, which represents its primary value.

Structure of the book

The book “Digital Entrepreneurship and the Sharing Economy” is written on 238 pages with nine black and white illustrations and organized into three parts that unite eleven related chapters from different areas: Part I: “Conceptualization of digital entrepreneurship and sharing economy”; Part II: “Digital entrepreneurship and sharing economy: various cases and contexts” and Part III: “Governance and legal structure”.

The first part of the book combines four chapters. The first entitled “Regional shar-

ing-economy entrepreneurs and the diversity of their business models”, prepared by Leick et al., examines sharing economy entrepreneurship as a regional-national phenomenon instead of global players like Airbnb, Uber, and others. The authors investigate the regional-national diversity of business models among sharing economy entrepreneurs. Regional sharing-economy entrepreneurs face unique challenges, including scalability and rapid growth in terms of customers or users. An exploratory case study of four Norwegian sharing economy startup businesses is presented to understand the entrepreneurial characteristics and challenges of such business models better. The second chapter entitled “Digital subsistence entrepreneurs in developed countries: Opportunities and limitations of peer-to-peer platforms”, prepared by Delacroix et al., explores necessity-driven subsistence entrepreneurs on P2P platforms. According to the authors, subsistence entrepreneurship is evident among marginalized and poor individuals in developed countries who use on-demand platforms in the P2P sharing economy to improve household incomes. The authors examine the experiences of French women and migrants in France and Belgium to define digital subsistence entrepreneurs. The third chapter within the first part of the book is called “Digital entrepreneurship across P2P, B2C and B2B contexts: A bibliometric analysis deconstructing extant research on sharing economy business models”. This study is prepared by Breung et al. Chapter 3 explains how to become an entrepreneur in the sharing economy by developing novel business models and modifying existing models. Breung’s review of the literature reveals the most important ideas in this field of entrepreneurship. As Geissinger et al. explore in the fourth chapter, “The sharing economy as an entrepreneurial

evolution of electronic commerce”, the sharing economy’s influence on electronic commerce development is examined. The sharing economy’s e-commerce initiatives are thus conceptualized in this chapter. The central theme of the chapter is that entrepreneurship in the sharing economy requires a new way of thinking about it. Digital entrepreneurs in the sharing economy should pay more attention to social values, according to the authors. Sharing economy applications and entrepreneurship research could be bolstered by this, according to Geissinger et al.

The book’s second part discusses different cases and contexts of digital entrepreneurship and the sharing economy within five chapters. The fifth chapter of the book entitled “Asymmetries of local economic impacts of digital entrepreneurship in Denmark: The case of Airbnb” is brought by the Zhang & Javakhishvili-Larsen and it investigates the localized economic impacts that Airbnb, the leader in the sharing economy for the tourism industry, has on cities and other locales in Denmark. The authors found that this massive company has unevenly affected different locations and that regulations tailored to local needs are required, paying attention to variation among sites. The sixth chapter brought by Özsoy & Oba is entitled “How can digital entrepreneurship address social issues? The case of EkoHarita in fighting ecological disruption”. An example of an ‘entrepreneurial’ response to ecological disruption and inequalities in Turkey’s agricultural sector is given in this chapter. The platform was founded on social activism and volunteerism in response to Turkey’s strict digital media restrictions and provides information on eco-farming and eco-products in Turkey. The seventh chapter, “Fostering open innovation in digital startups – an explorative study of Norwegian coworking spaces” is written

by Nguyen Duc & Sperinde. Ravenelle et al. prepared the eighth chapter, “Gigging with an MBA: When Elite Workers Join the ‘Gig Economy for Finance People’” which examines why well-educated workers with prestigious work experiences are turning to platform-based “gig economy” work. The authors come to the conclusion that many gig workers have entrepreneurial aspirations, but that entrepreneurship is “only a secondary interest for them compared to platform work”. In this way, the study sheds light on platform users’ conflicting motivations. Kirezli and Serap Atakan wrote the ninth chapter, “Coworking spaces in the sharing economy - examples from an emerging country”. A study of coworking spaces in Turkey illustrates the advantages to users in this rapidly growing market. Coworking is a form of entrepreneurship that connects corporations with unoccupied office space, freelancers and remote workers, according to the authors of the study. The authors describe the benefits of selected coworking spaces as facilitating sharing economy workers’ work. The benefits of networking and community building encourage individuals to interact in coworking spaces and collaborate with others. The authors also highlight the value of digitization for entrepreneurs, particularly in emerging markets like Turkey, by underscoring the functional, unique and digital benefits of coworking.

The third part of the book is composed of two chapters, the tenth entitled “The EU legal-regulatory framework for digital entrepreneurs in the sharing economy” by Emily M. Weitzenboeck and the eleventh entitled “US Securities Crowdfunding: A Way to Economic Inclusion for Low-Income Entrepreneurs?” prepared by Joan MacLeod Heminway. The tenth chapter focuses on the European Union regulation of sharing economy digital entrepreneur-

ship. It examines the legal framework for sharing economy platforms and the position of service providers who share goods and services via platforms in the EU. As a result, in chapter eleven, researchers examine both obvious and hidden costs, as well as uncertainties that arise from US laws and regulations. We can learn about the legal systems in other countries and see if they support the long-term viability of precarious entrepreneurship through the sharing economy by examining this discussion.

Editors

Dr Evgueni Vinogradov is a senior researcher at Nordland Research Institute. Vinogradov's research is focused on regional development and entrepreneurship. These include the sharing economy, immigrant-owned businesses, the role of national culture in entrepreneurship, and new business survival. He has led and participated in several empirical research projects. Evgueni Vinogradov has taught entrepreneurship in Norway as well as in Norwegian educational programs in Ukraine and Russia. His research uses quantitative methods such as agent-based modelling (Stockholm Reshaping Work, 2021).

Birgit Leick is an associate professor in the School of Business at the University of South-Eastern Norway, where she specializes in innovation and entrepreneurship. Birgit Leick is a business economist and a geographer. The Freiberg University awarded her a PhD in business economics in 2006, and the Bayreuth University awarded her a habilitation in economic geography in 2018. She teaches regional development and innovation in Norway. The focus of her research is on the relationship between the sharing economy and regional economic development. Ru-

ral creative entrepreneurs and institutional entrepreneurship are two other areas of her interest.

Djamchid Assadi teaches Digital and Sharing Economy and Strategy at Burgundy School of Business (BSB) in France. This business and marketing expert serves on numerous editorial boards as well as lectures widely on the subject of business and marketing. Transaction costs and peer-to-peer order formation in the absence of political institutions are the focus of his research. The P2P Sharing Economy, Fin-Tech, mobile phones, and information systems are some of the topics he researches. When it comes to Assadi's research, he is also interested in the impact of non-economic factors such as music, religion, and storytelling on purchasing and strategic behavior.

Concluding remarks

The book "Digital Entrepreneurship and the Sharing Economy" concentrates on digital entrepreneurship and will appeal to business and entrepreneurship researchers, academics, and students. With eleven chapters addressing various topics ranging from the conceptualization of the phenomenon, cases and contexts, to legal and governance-related issues, the book offers a unique collection of timely and new research topics. The chapters in this book lay the groundwork for examining several critical components of an ecosystem for digital entrepreneurship in the sharing economy.

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