

Networks and Relational values in Equity crowdfunding

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ABSTRACT

Statement of the problem: The introduction of crowdfunding platforms has dramatically changed the modalities of financing ventures (Petruzzelli et al., 2019). One of the most interested forms of crowdfunding for startups is the equity based one where “contributors, usually professional and accredited investors, such as business angels and VCs, finance the project in exchange for a share of equity securities” (Petruzzelli et al., 2019). Recently, there has been a growing interest among scholars, academics, practitioners and policymakers (Cumming et al., 2019). The researches has focused on exploring the determinants of successful crowdfunding campaigns (Ahlers et al., 2015; Hu et al., 2015; Mollick, 2014; Mendes-Da-Silva et al., 2016); the modalities how the crowdfunding initiatives are presented on the platforms (Koch and Siering, 2015; Frydrych et al., 2014; Mitra and Gilbert, 2014); the relation between gender, age of the ventures, ethnicity, and geography with equity crowdfunding (Cumming et al, 2019; Greenberg and Mollick, 2017; Ahlers et al., 2015); the role of crowdfunding as a creative source of capital for sustainability (Petruzzelli et al 2019; Bento et al, 2019). Although, the literature on crowdfunding have flourished in recent years, there are very few studies focusing on investigating the role and composition of the network of the equity crowdfunding process..

Biography:

VALENTINA NDOU, PhD is Senior Researcher and Aggregate Professor on Management Engineering Department at University of Salento (Italy). Her research specializes in analyzing the innovation management trends and the effectiveness of information systems with particular emphasis on new solutions and approaches for smart tourism, eBusiness, entrepreneurship education and knowledge management. She has published a large number of peer-reviewed articles and book chapters that have appeared in international journals. She is actively involved in research, education and projects management, at national and international level, in collaboration with world-wide leading companies, universities and research centers. She is actually manager of the Interreg project Italia-Albania-Montenegro, NEST – Networking for smart tourism.

Publication of speakers:

1. Ahlers, G.K., Cumming, D., Günther, C., Schweizer, D., (2015). Signaling in equity crowdfunding. *Entrep. Theory*

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2. Belleflamme, P., Lambert, T., (2016). An industrial organization framework to understand the strategies of crowdfunding platforms. In: Méric, Jérôme, Maque, Isabelle, Brabet, Julienne (Eds.), *International Perspectives on Crowdfunding. Positive, Normative and Critical Theory*. Emerald Group Publishing Limited, Bingley, UK, pp. 3–20.
3. Bento, N., Gianfrate, G., Groppo, S.V., (2019). Do crowdfunding returns reward risks? Evidences from clean-tech projects. *Technol. Forecast. Soc. Chang.* 141, 107-116

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