

Strategic Approaches to Successful Crowdfunding

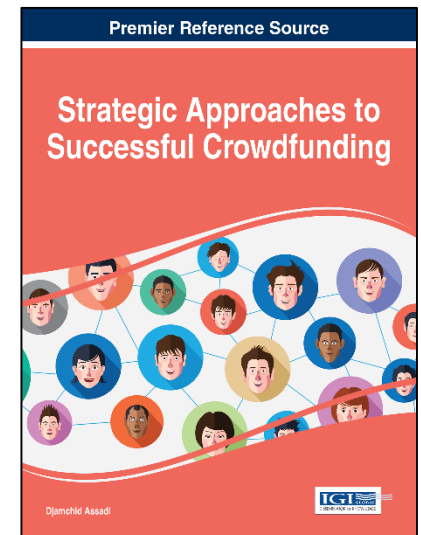
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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.

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Topics Covered:

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

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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

Intermediating 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

Cailin R. Slattery, University of Virginia

Chapter 4

How do the crowdfunders 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 Goytre Castro, Comillas Pontifical University, Spain

Chapter 8

Basic Types of Project Initiators-Contributor Relations in Platform-Based Online Crowdfunding

Javier Vidal-García, Universidad de Valladolid, Spain

Marta Vidal, Complutense University of Madrid, Spain

Chapter 9

Exploring the Spheres of Crowdfunding

Bernard Owens Imarhiagbe, Kingston University, United Kingdom

Chapter 10

Can Social Dynamics Be Channeled from Offline to Online

Communities? Commitment, Compliance and Cooperation in Microfinance to Crowdfunding

Sharam Alijani, 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 Alia, Burgundy School of Business (Groupe ESC Dijon

Bourgogne), France

Arvind Ashta, Burgundy School of Business (Groupe ESC Dijon

Bourgogne), France

Maaouia Ben Nasr, Burgundy School of Business (Groupe ESC Dijon

Bourgogne), France

Mihaela Bonescu, Burgundy School of Business (Groupe ESC Dijon

Bourgogne), France

Ahmadou Bamba 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 Oba, Istanbul Bilgi University, Turkey

Chapter 14

Crowdfunding and Slow Money: Challengers or Partners A Field Perspective

Jung Aymeric, Slow Money Francophone, Sustainable Finance

Geneva, Switzerland

Chapter 15

Separating the wheat from the chaff: Sharing versus self-interest in crowdfunding

Marlyne 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.