

Rural Entrepreneurship and Innovation in the Digital Era

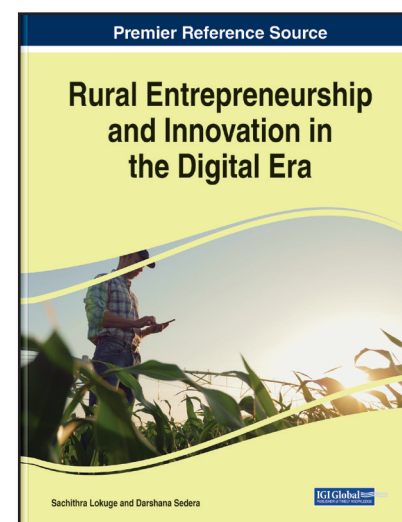
Part of the Advances in E-Business Research Book Series

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Description:

Though entrepreneurship has been studied for decades, in recent years, the study of “rural entrepreneurship” has emerged as an upcoming subtopic of the area. With the growth and continual ease of utilizing digital technologies to support entrepreneurial activities, these technologies now provide unique opportunities for advancing rural entrepreneurship. Though prior research focused on challenges for IT use in rural areas that specifically investigated investment and management issues, it is important to study all challenges and opportunities involved in this developing area of research.

Rural Entrepreneurship and Innovation in the Digital Era is a pivotal reference source that provides vital research on the utilization of digital technologies in rural business ventures. Unlike other references, this book studies the conceptualization process of rural entrepreneurship and innovation with the intention of providing guidelines and support for entrepreneurs. While highlighting topics such as microfinancing, risk management, and rural development, this publication explores innovative practices as well as the methods of IT investment and management. This book is ideally designed for business professionals, entrepreneurs, business researchers, academics, and business students.



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Topics Covered:

- Agricultural Entrepreneurship
- Agricultural Technology
- Emerging Economies
- Global Marketplace
- Microfinance
- Risk Management
- Rural Communities
- Rural Development
- Social Media
- Sustainable Business

Subject: Business and Management

Classification: Edited Reference

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(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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