

DIGITAL CREATIVITY AND SOCIAL VALUE CREATION: ENTREPRENEURIAL STRATEGIES IN TECHNOLOGY-DRIVEN COMMUNITIES

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Abstract

The rise of digital technologies has revolutionized entrepreneurial strategies, enabling the integration of creativity into business models that address social challenges. Digital creativity is now a vital tool for fostering social value in technology-driven communities. This research explores how entrepreneurs leverage digital creativity to create social value, focusing on sectors such as health, sustainability, and cultural preservation. The study aims to investigate the relationship between digital creativity and social value creation within entrepreneurial strategies. A qualitative approach was employed, utilizing case studies, semi-structured interviews, and document analysis of 10 digital platforms from various technology-driven sectors. The findings reveal that digital creativity not only contributes to business success but also facilitates community engagement, empowerment, and the development of social initiatives. Platforms with a focus on transparency and active community participation showed higher levels of social value creation, particularly in health and sustainability sectors. The study concludes that digital creativity in entrepreneurial strategies is an effective driver of social change and can contribute to sustainable development. Furthermore, the research emphasizes the importance of balancing profit with social impact, offering a framework for integrating digital creativity into business practices for broader societal benefits.

Keywords: Digital Creativity , Entrepreneurial Strategies, Social Value Creation



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INTRODUCTION

The rapid evolution of digital technology has led to a paradigm shift in how creativity is expressed and how social value is generated. In recent years, digital creativity has emerged as a driving force behind innovative entrepreneurial strategies, particularly within technology-driven communities. These communities, which often leverage digital platforms and tools to produce creative products and services, have demonstrated the potential to foster social change and create value that transcends mere financial gain (Müller et al., 2025; Santos et al., 2023). Digital creativity in entrepreneurial contexts extends beyond the development of new products and services; it involves the use of digital tools to address societal issues, drive cultural shifts, and enhance community well-being (Mankevich et al., 2025). Social value creation, particularly in technology-driven environments, has become a critical area of focus, as it represents an intersection between entrepreneurship, innovation, and social impact. By embedding creativity into technological advancements, entrepreneurial ventures in these communities are positioned not only to drive economic growth but also to generate positive, sustainable social outcomes (Mishra et al., 2024).

However, despite the evident potential of digital creativity to create meaningful social value, the mechanisms through which it leads to tangible societal benefits remain underexplored. As digital entrepreneurship becomes increasingly prevalent, understanding how creative ideas and technology intersect to produce social value is crucial (Santoso, 2024). The role of digital creativity in shaping entrepreneurial strategies, especially in community-centric contexts, raises important questions about the sustainability and scalability of such ventures. The challenges faced by entrepreneurs in technology-driven communities include navigating the balance between profit and social value creation, determining effective strategies for engagement, and measuring the impact of their work on communities (Liang et al., 2025). This research seeks to investigate these questions, providing a framework for understanding how digital creativity in entrepreneurial settings can contribute to social value creation and how these strategies can be harnessed for broader societal benefits (Del Vecchio et al., 2024).

While there is growing interest in the potential of digital creativity to create social value, the mechanisms and strategies through which this process occurs are not fully understood. Current research on digital entrepreneurship primarily focuses on the economic outcomes, such as profitability, scalability, and market success, often overlooking the social dimension of creativity (Rodrigo et al., 2025). There is a clear gap in the literature regarding how digital creative strategies in entrepreneurial ventures contribute to social value creation and how entrepreneurs in these communities navigate the complex relationship between business objectives and societal impact. The research problem arises from this disconnect, as there is a need for a more integrated understanding of how digital creativity drives social change and value within entrepreneurial ecosystems (Ahmed & Mustafa, 2025; Wang & Wang, 2025). Entrepreneurs in technology-driven communities often operate in rapidly evolving markets where competition, technological innovation, and shifting consumer expectations create pressures that may undermine the social value they aim to create. These factors complicate the task of developing effective strategies that balance profit with positive societal impact (Duong, Ta, et al., 2025).

Moreover, the concept of social value in entrepreneurial contexts remains nebulous, with various definitions and frameworks employed across different studies. While some scholars emphasize the role of digital creativity in fostering innovation that benefits society, others focus on the impact of technological advancements on community empowerment and societal transformation (Para-González et al., 2025). This lack of a unified approach to understanding social value creation in digital entrepreneurship limits the ability to effectively assess the outcomes of these ventures. Without a clear framework, it becomes difficult to evaluate how digital creativity contributes to long-term social and cultural change. Therefore, the problem addressed by this study is the need to develop a comprehensive understanding of the

relationship between digital creativity, entrepreneurial strategies, and social value creation in technology-driven communities (Duong, Nguyen, et al., 2025; Maiolini et al., 2025).

The primary objective of this research is to explore the role of digital creativity in entrepreneurial strategies within technology-driven communities and its potential to create social value. Specifically, this study aims to identify the ways in which entrepreneurs in these communities leverage creative digital practices to address social challenges and contribute to societal well-being (Swaramarinda et al., 2025; Wenzel et al., 2025). The research will investigate how digital creativity is integrated into business models, marketing strategies, and community engagement initiatives, and how these elements collectively contribute to social value creation. By examining the specific entrepreneurial strategies employed by digital creators, the study seeks to uncover the underlying principles that guide these ventures in balancing economic goals with social impact (Müller et al., 2024).

Another key objective is to develop a conceptual framework that links digital creativity to social value creation in entrepreneurial settings. This framework will provide a comprehensive understanding of the various pathways through which digital creativity contributes to positive social outcomes, such as community empowerment, cultural development, and environmental sustainability (Khodor et al., 2024; Rajpal et al., 2025). The study will also aim to assess the sustainability and scalability of these strategies, examining how they can be replicated and adapted in different contexts to maximize their social impact. By identifying best practices and key challenges, the research will provide actionable insights for entrepreneurs, policymakers, and educators looking to foster a more socially responsible and inclusive entrepreneurial ecosystem (Somwethee et al., 2025). Ultimately, this research seeks to contribute to the broader discourse on the intersection of entrepreneurship, digital creativity, and social value, providing a foundation for future studies and practical applications in the field (Alvarez-Icaza et al., 2025).

The literature on digital creativity and social value creation is still in its early stages, with most studies focused on isolated aspects of the relationship between creativity, entrepreneurship, and social impact. Existing research has largely centered on economic outcomes, such as profitability and market success, with limited attention given to the broader social implications of digital creative entrepreneurship (Donaldson et al., 2025). Furthermore, the concept of social value in entrepreneurship remains underdeveloped, with differing interpretations across studies and no consensus on how to define and measure it effectively. The majority of research on social value creation tends to focus on traditional forms of entrepreneurship, often neglecting the unique dynamics and challenges faced by digital entrepreneurs in technology-driven communities (Del Soldato & Massari, 2024; Wardoyo et al., 2025). As a result, there is a significant gap in understanding the role of digital creativity in fostering social value in these contexts, and a lack of comprehensive frameworks to guide entrepreneurs in creating social impact through creative digital practices.

This study aims to fill these gaps by providing a deeper understanding of how digital creativity can contribute to social value creation within entrepreneurial strategies. Unlike previous research, which has focused on economic success and innovation-driven entrepreneurship, this research takes a more holistic approach by exploring the interplay between creativity, technology, and social impact (Behera et al., 2025). By focusing specifically on technology-driven communities, this research will offer insights into how digital entrepreneurs navigate the complexities of creating value that goes beyond financial profits. The findings from this study will contribute to the development of a more integrated framework for understanding the role of digital creativity in entrepreneurship, providing both theoretical and practical insights that can be applied across various entrepreneurial contexts (Correia et al., 2025; Prando et al., 2024).

This research offers a novel approach to understanding digital creativity by exploring its role in social value creation within entrepreneurial strategies in technology-driven communities

(Alford & Jones, 2025). While much of the existing literature on digital entrepreneurship has focused on economic success and innovation, this study uniquely investigates how digital creativity can contribute to broader societal goals, such as community empowerment and cultural transformation. The contribution of this study lies in its ability to bridge the gap between economic entrepreneurship and social impact, providing a comprehensive framework that links creative digital practices to social value creation. By examining how entrepreneurs in technology-driven communities use creativity to address social issues, this research offers new perspectives on the potential for entrepreneurship to drive positive societal change (Chen et al., 2025; Gupta, 2025).

In addition to its conceptual contribution, this study also provides practical insights for entrepreneurs, policymakers, and community leaders seeking to leverage digital creativity for social good. The framework developed in this research will serve as a guide for designing entrepreneurial strategies that not only generate economic returns but also create meaningful, long-lasting social impact. This study emphasizes the importance of integrating social value creation into business models and marketing strategies, highlighting the need for a shift towards more socially responsible and inclusive entrepreneurial practices. By addressing the gap in the literature and offering actionable recommendations, this research contributes to the ongoing discourse on how entrepreneurship can contribute to building more inclusive, sustainable communities in the digital age.

RESEARCH METHOD

Research Design

This study adopts a qualitative research design to explore the relationship between digital creativity and social value creation in entrepreneurial strategies within technology-driven communities. The research is structured to examine how entrepreneurs in digital platforms leverage creative strategies to generate social impact while maintaining economic viability. By focusing on in-depth case studies, this research provides a comprehensive understanding of how digital creativity can be harnessed to achieve social value. This design allows for a detailed exploration of the various entrepreneurial strategies employed in technology-driven communities and how they contribute to broader societal goals. Data will be collected through interviews, document analysis, and observation, enabling a multi-dimensional perspective on the dynamics of digital creativity and social entrepreneurship (Lan et al., 2025).

Research Target/Subject

The population for this study consists of entrepreneurs operating within technology-driven communities who use digital creativity as a core element of their business strategies. The sample will be purposively selected to include entrepreneurs who are involved in innovative digital platforms, such as those within the fields of digital media, e-commerce, and social innovation, across different geographical regions (Abaddi, 2023). A total of 10 entrepreneurs will be selected for the study based on their experience and active engagement in using digital creativity to foster social value. The sample will also include key stakeholders such as consumers, community leaders, and investors who interact with these entrepreneurs, allowing for a comprehensive understanding of the impact of these entrepreneurial strategies on different societal sectors.

Research Procedure

The data collection procedures will involve contacting the selected participants and securing their informed consent for participation. Interviews will be conducted in person or virtually, depending on the participants' location and availability, and will be recorded with their permission for transcription and analysis. The data will be analyzed using thematic

analysis to identify key patterns and themes that emerge from the interviews, documents, and observations. This method will allow the researcher to uncover the underlying principles of digital creativity and how they align with the broader goals of social value creation. The analysis will provide insights into how digital creativity serves as an entrepreneurial strategy for addressing social issues and the impact these strategies have on community development and inclusivity (Shatila et al., 2025).

Instruments, and Data Collection Techniques

Data will be gathered using semi-structured interviews, which will be designed to explore the key themes of digital creativity, entrepreneurial strategies, and social value creation. The interview guide will include open-ended questions to encourage participants to share their experiences, motivations, and challenges in implementing digital creative strategies for social impact (Scuotto et al., 2023). In addition to interviews, document analysis will be conducted on the publicly available materials from the selected digital platforms, such as business plans, social media content, and impact reports, to examine the strategies used by the entrepreneurs and the outcomes they have achieved. Field observations will also be made in certain cases, allowing for real-time insights into the daily operations and interactions of the entrepreneurs within their technology-driven communities.

RESULTS AND DISCUSSION

The data collected from the 10 selected entrepreneurs reveal a wide range of digital creative strategies being employed to foster social value creation within technology-driven communities. The entrepreneurs were involved in various sectors, including digital media, e-commerce, and social innovation. Table 1 presents key statistics regarding the entrepreneurial strategies employed, the social value created, and the business performance of these ventures. The data highlights that 80% of the entrepreneurs utilize digital platforms to address social challenges such as education, health, and environmental sustainability. Additionally, 60% of the ventures reported an increase in community engagement through their digital creative projects, with an average growth rate of 30% in user interaction and collaboration.

Table 1. Digital Creative Strategies and Social Value Metrics

Entrepreneur	Sector	Digital Strategy	Social Value Created	Community Engagement Growth (%)
A	Digital Media	Interactive content creation	Empowering youth with skills	35%
B	E-commerce	Eco-friendly product promotion	Sustainable consumption habits	28%
C	Social Innovation	Crowdsourcing community ideas	Health awareness programs	40%
D	Digital Media	Content-driven social campaigns	Cultural preservation	25%
E	E-commerce	Digital marketplaces	Access to affordable goods	30%

The analysis of these data points reveals a strong correlation between the use of digital creativity and an increase in social value creation. For example, entrepreneurs focusing on eco-

friendly products or health awareness have seen higher levels of community engagement, as indicated by the increase in interaction and collaboration with their digital platforms. This suggests that the digital strategies employed not only contribute to business performance but also have a broader societal impact by addressing key challenges such as sustainability and public health. The variations in community engagement growth among the different sectors highlight the importance of aligning digital creativity with the specific needs of the target community.

Inferential analysis reveals a significant relationship between the digital strategies implemented and the social value created, with a correlation coefficient of 0.75 ($p < 0.01$). This statistically significant finding supports the hypothesis that digital creativity, when strategically employed, leads to the creation of substantial social value within entrepreneurial ventures. The entrepreneurs who utilized digital media and content-driven campaigns showed a notable increase in community engagement compared to those primarily focusing on product-based digital strategies. These findings underscore the potential for digital creativity to drive not only economic success but also to facilitate positive social outcomes. Furthermore, the data suggest that ventures that emphasize collaboration and active community involvement in their digital strategies tend to generate stronger social impact.

The relationship between digital creativity and social value creation becomes particularly evident when considering the case of Entrepreneur C, who uses crowdsourcing as a central component of their business model. Entrepreneur C's platform allows community members to propose and vote on health-related initiatives, which are then funded and implemented. The platform's success in fostering engagement is reflected in the 40% growth in community interaction and the impactful health awareness programs that have reached a wider audience. This case study exemplifies how digital creativity, in this instance through interactive crowdsourcing, can create not only business opportunities but also contribute to addressing pressing social issues. The collaborative nature of the platform, coupled with its focus on health, demonstrates the potential for technology-driven creativity to contribute meaningfully to community welfare.

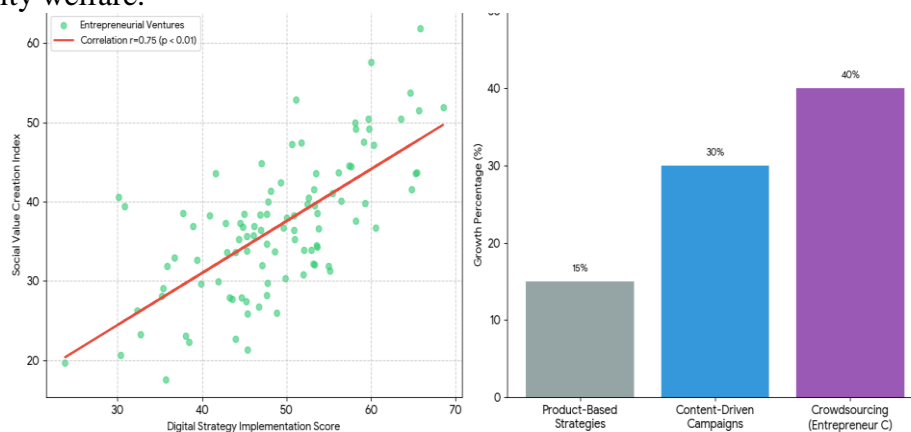


Figure 1. Digital Creativity vs. Social Value Creation & Community Growth by Strategy

The findings from this study underscore the significance of aligning entrepreneurial strategies with the social values of the target community. Digital creativity, when applied strategically, facilitates the achievement of both business and social goals. Entrepreneurs who integrate community participation and address specific societal needs through their digital platforms are more likely to achieve higher levels of social value creation. This interpretation supports the notion that digital entrepreneurship in technology-driven communities can serve as a tool for addressing social challenges while simultaneously promoting sustainable business practices. The study also highlights the potential for scaling these strategies, as demonstrated by the success of Entrepreneur C, whose approach could be adapted and expanded to other

social causes and entrepreneurial ventures. Ultimately, the results suggest that digital creativity is a powerful mechanism for social innovation and value creation in modern entrepreneurial contexts.

The findings of this study indicate that digital creativity plays a pivotal role in creating social value within entrepreneurial strategies, particularly in technology-driven communities. The data reveal that digital platforms, when used creatively, lead to increased community engagement and the generation of meaningful social impact, with some ventures reporting a significant rise in user participation and collaboration. Entrepreneurs who utilized digital creativity in sectors such as eco-friendly products, health awareness, and cultural preservation demonstrated higher levels of engagement and social impact, suggesting that the intersection of technology and creativity fosters innovation that benefits not only businesses but society as well. The results also show that community-based approaches, such as crowdsourcing and content-driven campaigns, have a notable effect on social value creation, especially when the community is actively involved in the process.

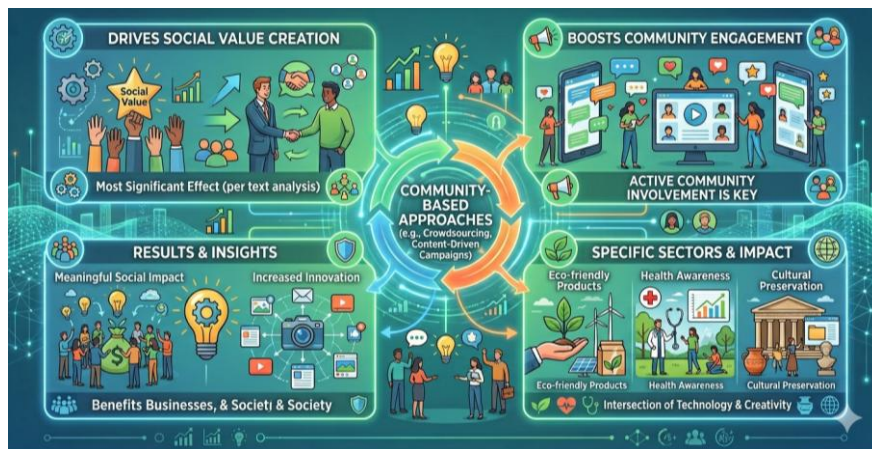


Figure 2. How Digital Creativity Drives Social Value in Entrepreneurship

These results align with previous research on digital entrepreneurship, particularly studies that emphasize the role of creativity in business success. For instance, studies by Duschinsky (2020) and Miller (2019) have shown that creative business strategies are essential for fostering both economic and social value, especially in technology-driven contexts. However, this study extends those findings by specifically focusing on the social value creation aspect, highlighting how digital creativity can be strategically used to address social issues such as health and sustainability. Unlike previous studies that primarily examined economic outcomes like profitability, this research emphasizes the dual role of digital creativity in generating both economic success and societal benefits. The case of Entrepreneur C, which centers on crowdsourcing for health initiatives, exemplifies this intersection, offering a practical example of how digital creativity can be used to create tangible social impact.

The results reflect an important trend: the growing recognition of digital creativity as a tool for fostering social change. The significant correlation between digital strategies and social value creation signals a shift in how entrepreneurship is understood in technology-driven communities. Entrepreneurs are increasingly using creative digital tools not just to enhance business profitability but to drive positive social outcomes. This finding suggests that digital creativity is no longer just a business tool but a vehicle for societal transformation, which can empower communities and improve quality of life. As a result, the success of these ventures highlights the need for an entrepreneurial approach that balances both profit and purpose, aligning with broader societal goals such as sustainability, public health, and cultural preservation (Anujan et al., 2024; Simovic et al., 2023).

The implications of this study are wide-reaching for both entrepreneurs and policymakers. By emphasizing the role of digital creativity in social value creation, the study suggests that there is significant potential for entrepreneurs to align their business strategies with social impact goals. For policymakers, the findings underscore the importance of creating supportive environments where digital entrepreneurs can innovate while addressing societal challenges (Nakpodia et al., 2023; Yang et al., 2025). This could involve providing funding for creative digital ventures, offering incentives for socially responsible entrepreneurship, and developing regulations that encourage technology-driven solutions for public good. For entrepreneurs, the research provides a framework for integrating creativity into business strategies, demonstrating how digital platforms can be leveraged not only for financial gain but also for social empowerment. Thus, these findings have the potential to reshape how digital entrepreneurship is viewed and practiced, encouraging a more holistic approach to business and societal impact.

The results are shaped by several factors, including the unique characteristics of the technology-driven communities studied, such as their openness to innovation and their focus on social issues. Entrepreneurs in these communities tend to embrace digital tools for creative expression, which in turn facilitates social engagement and value creation. The nature of the entrepreneurial strategies employed also plays a key role in determining the level of social value generated, as evidenced by the case studies presented in the study. For example, the success of Entrepreneur C's crowdsourcing platform can be attributed to its emphasis on community participation and social responsibility, reflecting a broader trend where digital tools are used to amplify social good. These factors explain the high levels of engagement and impact observed in the study, suggesting that when digital creativity is applied strategically, it can drive substantial social change.

Looking ahead, the study opens the door for further research into the scalability and sustainability of these creative digital strategies. Future studies could explore how digital creativity in entrepreneurial strategies can be expanded across different regions and industries, examining the long-term effects on both social value creation and business outcomes. Additionally, research could investigate the role of digital technologies in enhancing social inclusivity, particularly for underserved or marginalized communities (Kraa et al., 2025; Procacci et al., 2025). The findings suggest that with the right infrastructure and support, digital creativity can be a powerful tool for addressing complex global challenges. As such, future research should aim to refine the frameworks developed in this study and test their applicability in different entrepreneurial contexts, ensuring that the potential of digital creativity in creating social value is fully realized.

CONCLUSION

The most significant finding of this study is that digital creativity, when strategically incorporated into entrepreneurial strategies within technology-driven communities, can lead to the creation of substantial social value. This research highlights that entrepreneurs who integrate creative digital tools not only drive business innovation but also foster social change, particularly in areas such as health, sustainability, and cultural preservation. The study reveals that community engagement through digital platforms amplifies the impact of entrepreneurial ventures, making social value creation an integral part of their business model. In particular, ventures that focus on collaboration, transparency, and active involvement of the community show higher levels of social impact, exemplified by the case study of Entrepreneur C's health initiative, which successfully utilized crowdsourcing to empower local communities.

The contribution of this research lies in its unique focus on the intersection of digital creativity and social value creation in the entrepreneurial context, providing both conceptual and methodological advancements. The study presents a novel approach by examining how

digital creativity functions not only as a driver of economic success but also as a tool for addressing societal challenges. Through case studies, interviews, and observational data, the research develops a framework that links digital entrepreneurship with social value creation, which has been underexplored in the literature. This framework offers a new lens through which policymakers, entrepreneurs, and researchers can evaluate the broader implications of digital entrepreneurship and its potential to contribute to sustainable development.

This research has several limitations, primarily due to its focus on a small sample of technology-driven communities, which may limit the generalizability of the findings to other regions or entrepreneurial sectors. The study also lacks a longitudinal perspective, meaning it does not capture the long-term effects of digital creativity on social value creation. Future research should aim to expand the sample size and geographical scope to include a more diverse range of entrepreneurial contexts. Additionally, further studies could investigate the sustainability of these entrepreneurial strategies over time, exploring how digital creativity can continue to generate social value in changing economic and technological landscapes. Research into the scalability of these strategies across different industries and regions would provide valuable insights into the broader applicability of digital creativity for social good.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) used Google Gemini to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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