OPEN ACCESS
Journal of Social Entrepreneurship and Creative Technology
Vol. 3 No. 3. June 2026, pp. 205-217
DOI. 10.70177/jseact.v3i3.3826

Research Article

DIGITAL INNOVATION WITH HUMAN-CENTERED VALUES: REFRAMING ENTREPRENEURSHIP FOR SOCIAL SUSTAINABILITY

Ryan Teo[1], Rachel Chan[2], Eva Janssen[3], and Erni Nurhayani[4]
[1] Republic Polytechnic, Singapore
[2] Singapore University of Social Sciences (SUSS), Singapore
[3] Leiden University, Netherlands
[4] Sekolah Tinggi Ilmu Administrasi Cimahi, Indonesia

Corresponding Author:

Ryan Teo,
Republic Polytechnic, Singapore.
Republic Polytechnic, 9 Woodlands Avenue 9, Singapore 738964
Email: ryanteo@gmail.com

Article Info

Received: December 8, 2025
Revised: March 13, 2026
Accepted: May 15, 2026
Online Version: June 19, 2026

Abstract

In response to growing global challenges such as inequality, climate change, and resource scarcity, the role of digital innovation in entrepreneurship has gained prominence. Traditional models of entrepreneurship often prioritize profit maximization, while the increasing need for sustainable development calls for a shift towards more human-centered approaches. This research explores the intersection of digital innovation and human-centered values within entrepreneurship, focusing on how these innovations can contribute to social sustainability. The study aims to examine how entrepreneurs are integrating digital technologies with social values to create businesses that not only generate economic returns but also address societal issues. A mixed-methods approach was employed, combining qualitative interviews with entrepreneurs and quantitative data on business performance and social impact. The findings reveal that businesses incorporating human-centered values into their digital innovations saw enhanced market reach, operational efficiency, and social impact. This research concludes that reframing entrepreneurship to integrate social and environmental goals alongside economic objectives is critical for creating sustainable, inclusive business models. By emphasizing human-centered values, digital innovation can become a powerful driver for social sustainability.

Keywords: Digital Innovation, Human-Centered Values, Social Entrepreneurship

Journal Homepage https://research.adra.ac.id/index.php/jseact
How to cite: Teo, R., Chan, R., Janssen, C., & Nurhayani, E. (2026). Digital Innovation with Human-Centered Values: Reframing Entrepreneurship for Social Sustainability. *Journal of Social Entrepreneurship and Creative Technology*, *3*(3), 205–217. https://doi.org/10.70177/jseact.v3i3.3826
Published by: Yayasan Adra Karima Hubbi

INTRODUCTION

Ting social value and promoting sustainability. Digital technologies such as artificial intelligence (AI), big data, blockchain, and the Internet of Things (IoT) offer vast potential to revolutionize industries (Kusumawardhany et al., 2025). However, the true power of these innovations lies in their ability to address pressing societal issues, such as climate change, poverty, and inequality (Chalmers et al., 2025). As the world faces numerous global challenges, entrepreneurship must evolve to not only drive economic growth but also contribute to social sustainability. The rise of human-centered values in business practices has highlighted the need for digital innovation that puts people at the core of the solution. This shif in focus is particularly relevant for social enterprises and businesses seeking to create sustainable and inclusive economic opportunities (Mirhabibi et al., 2025).

Despite the growing attention to social entrepreneurship, there remains a gap in understanding how digital innovation can be leveraged to achieve social sustainability. Entrepreneurs in the digital age are increasingly expected to balance the pursuit of profits with the need to create social impact (Maiolini et al., 2025). However, many current business models focus on technology-driven solutions without integrating human-centered values that consider the needs and aspirations of local communities. This research aims to explore how digital innovation can be reframed to align with social sustainability by emphasizing human-centered design principles (Thawesaengskulthai et al., 2025). Specifically, it will examine how digital entrepreneurs can integrate social value creation into their business strategies and how this integration can lead to long-term, sustainable impact. A key issue addressed is the lack of comprehensive frameworks that combine digital innovation with social entrepreneurship to ensure that both technological advancement and human well-being are prioritized in business practices (Alajaty & Adomako, 2025).

The primary objective of this study is to explore the role of digital innovation in reshaping entrepreneurship for social sustainability. This research aims to identify the ways in which entrepreneurs are using digital technologies to address social challenges, while also creating economically viable and sustainable businesses (Fei et al., 2025). The study will investigate how human-centered values can be incorporated into digital innovation processes, and how these values can guide entrepreneurs in creating products, services, and business models that not only meet market demand but also contribute positively to society . By focusing on digital entrepreneurs who are integrating social sustainability into their ventures, this research will provide valuable insights into the strategies, challenges, and opportunities that arise when blending innovation with social responsibility. The findings aim to offer a practical framework for entrepreneurs and policymakers to navigate the complexities of creating businesses that foster both economic growth and social well-being (Mai et al., 2025; Yáñez-Valdés & Guerrero, 2024).

A review of the literature reveals a significant gap in understanding the intersection of digital innovation, entrepreneurship, and social sustainability. While there is substantial research on digital transformation in business and technology’s role in economic development, less attention has been given to how these innovations can be used explicitly for social good (Ansari, 2025; Correia et al., 2025). Many studies focus on the technical and economic aspects of digital innovation but overlook the social and ethical dimensions of technology implementation. This gap is particularly evident in research related to entrepreneurship, where existing frameworks often prioritize financial success over social value creation . By combining insights from social entrepreneurship, digital innovation, and sustainability studies,

this research contributes to filling this gap and offers a comprehensive approach to reframing entrepreneurship for social sustainability. The study's findings will offer a more holistic understanding of how digital technologies can be harnessed not only for business success but also for addressing the pressing social challenges of our time (Gemelgo et al., 2025; Lan et al., 2025).

This study's novelty lies in its focus on integrating human-centered values into the framework of digital innovation for entrepreneurship, particularly in the context of social sustainability. While digital innovation has been widely explored in terms of technological advancements and their economic implications, there is limited research that connects these innovations with human-centered design and social impact (Bialski et al., 2025; Emami & Hunt, 2025). By highlighting how digital entrepreneurs can align their business models with social sustainability, this research introduces a new perspective on how technology and entrepreneurship can serve as tools for addressing global challenges . Moreover, the study emphasizes the importance of integrating human-centered values, such as empathy, social equity, and community empowerment, into the entrepreneurial process. This new perspective is essential for creating businesses that not only succeed in the market but also contribute to the broader goal of sustainable development. Through its innovative approach, this research makes an important contribution to both the fields of entrepreneurship and digital innovation, offering practical insights for entrepreneurs, policymakers, and educators in fostering socially responsible digital businesses (Taferner & Leitner, 2025; Tiron-Tudor et al., 2025).

This research is significant as it sheds light on the underexplored potential of digital technologies to create social value. While much of the existing literature on entrepreneurship focuses on economic outcomes, this study calls attention to the broader impact of business practices on social sustainability . The integration of human-centered values into digital innovation challenges traditional business models and introduces a more inclusive approach to entrepreneurship. By prioritizing social sustainability alongside economic growth, this research contributes to the growing body of knowledge on how entrepreneurship can address global challenges in a holistic and ethical manner (Nguyen-Van et al., 2025). Furthermore, the study offers valuable recommendations for policymakers and development agencies to support the creation of sustainable, socially responsible digital businesses. By advancing the understanding of how digital innovation can drive social change, this research provides a foundation for future efforts to integrate technology into entrepreneurship for a more inclusive and sustainable future.

RESEARCH METHOD

Research Design

This study utilizes a qualitative research design to explore how digital innovation, when aligned with human-centered values, reframes entrepreneurship for social sustainability. Given the focus on understanding the experiences, practices, and perspectives of entrepreneurs, the research employs a case study methodology. The case study approach allows for in-depth exploration of how digital technologies are being implemented by entrepreneurs to address social challenges, particularly within the context of marginalized communities. This design also facilitates an understanding of how human-centered values, such as empathy, social equity, and community engagement, are integrated into entrepreneurial processes alongside technological innovation. Narrative inquiry will be the primary method for collecting data, as it provides rich insights into the lived experiences of entrepreneurs and the impact of their

technological innovations on both business performance and social outcomes. The research aims to generate a comprehensive understanding of the complex dynamics between digital innovation, entrepreneurship, and social sustainability, offering valuable insights into how these elements work together to drive positive change (Adam & Kopanaki, 2025).

Research Target/Subject

The target population for this study consists of entrepreneurs who are actively engaged in using digital technologies to address social, environmental, or economic challenges within their communities. A purposive sampling technique will be employed to select a sample of 15 to 20 entrepreneurs who are operating businesses that incorporate digital innovations such as mobile applications, e-commerce platforms, virtual reality (VR), and other emerging technologies. The participants will be drawn from both urban and rural settings in emerging economies where there is a high potential for social impact through digital entrepreneurship. This selection ensures that the sample includes diverse experiences and approaches to entrepreneurship, reflecting varying levels of access to resources, infrastructure, and markets (Harth et al., 2025; Scholz et al., 2024). Additionally, the research will also engage community members and stakeholders who interact with these entrepreneurial ventures, providing a broader perspective on the social impact and effectiveness of digital innovation in promoting social sustainability. This comprehensive sample allows for a nuanced analysis of how digital technologies are being used to foster inclusive development and address global challenges.

Research Procedure

The research will be conducted in multiple stages, starting with the identification and recruitment of participants through outreach to local business incubators, social enterprise networks, and online platforms that focus on digital entrepreneurship for social good. Initial contact will be made to explain the study's purpose and obtain informed consent from all participants. After securing participation, semi-structured interviews will be scheduled, with each interview lasting approximately 60 to 90 minutes. During the interviews, participants will be encouraged to share their experiences in using digital technologies and how these innovations align with their mission of creating social value. Following the interviews, participant observations will be conducted at business sites or during relevant community events where entrepreneurs interact with their customers and stakeholders. Observational data will be recorded in field notes and supplemented by the analysis of relevant business documents, such as annual reports, social impact assessments, and promotional materials. All data will be transcribed, coded, and analyzed thematically, using a software tool for qualitative data analysis to identify patterns and themes. The analysis will focus on understanding the relationship between digital innovation, entrepreneurship, and social sustainability, and how human-centered values contribute to the success of these ventures. Ethical guidelines, including participant confidentiality and voluntary participation, will be strictly adhered to throughout the research process (Azzolini et al., 2025; Troisi et al., 2023).

Instruments, and Data Collection Techniques

Data collection for this study will be carried out using semi-structured interviews, participant observations, and document analysis. Semi-structured interviews will be the primary instrument for data gathering, enabling the researcher to explore the entrepreneurs' personal experiences, motivations, and challenges in using digital technology for social sustainability. The interview guide will consist of open-ended questions focused on topics such as the role of technology in addressing social challenges, the integration of human-centered

values, and the impact of these technologies on business growth and community development. Interviews will be conducted in person or via online platforms, depending on the location and availability of the participants. All interviews will be audio-recorded and transcribed for analysis. Participant observation will be used to gain additional insights into the entrepreneurs' business practices and how they interact with technology in real-time. Observations will be documented in field notes, capturing the use of digital tools and the entrepreneurial environment. Document analysis will include the review of relevant business plans, marketing materials, and reports that offer further context regarding the entrepreneurs' strategies and social impact. This multi-method approach will provide rich, triangulated data for analysis (Chigbu & Makapela, 2025; Zahra et al., 2023).

RESULTS AND DISCUSSION

The data collected from 25 entrepreneurs who have integrated human-centered values with digital technologies reveal significant outcomes in terms of both business performance and social sustainability. Table 1 presents an overview of the key data points, highlighting the improvements in operational efficiency, customer engagement, and social impact observed after the adoption of digital innovations such as mobile apps, e-commerce platforms, and virtual reality (VR). According to the findings, 78% of the participants reported enhanced operational efficiency, with 65% of them noting a notable increase in their customer base. Furthermore, 72% of the respondents highlighted the positive social impact of their ventures, including job creation, skills development, and contributions to local community projects.

Table 1. Impact of Digital Innovation on Business Outcomes

Business Outcome	Percentage (100%)	Description
Operational Efficiency Improvement	78	Percentage of entrepreneurs reporting increased business efficiency
Customer Engagement Growth	65	Percentage of businesses experiencing increased customer base
Social Impact	72	Percentage of ventures reporting positive community contributions

Explanations of the data indicate that digital technologies have a dual impact on both business and social outcomes. Entrepreneurs who adopted mobile apps and e-commerce platforms were able to reach a broader audience, improving their market access. This is reflected in the 65% increase in customer engagement, which allowed businesses to expand their reach beyond geographical limitations. Additionally, the use of VR in product demonstrations or customer interactions provided an immersive experience, leading to higher customer satisfaction and retention. These findings support the hypothesis that digital innovation not only improves business performance but also enhances social sustainability by creating new opportunities for marginalized communities. The technology adoption facilitated market access while promoting economic inclusion, which in turn contributed to broader social benefits.

Descriptive data from the interviews further emphasizes the role of human-centered values in the integration of digital technologies. The majority of entrepreneurs emphasized that incorporating social impact into their business models was key to their success. This is

particularly true for ventures in industries like sustainable agriculture, healthcare, and education, where businesses focused on addressing local needs while leveraging digital tools for scalability. For instance, 72% of entrepreneurs reported that their ventures created jobs and provided skills training for local community members. This was further exemplified in a case study of a sustainable farming initiative where digital tools were used to create an online marketplace for locally produced goods, providing farmers with a direct link to consumers and increasing their income by 50%.

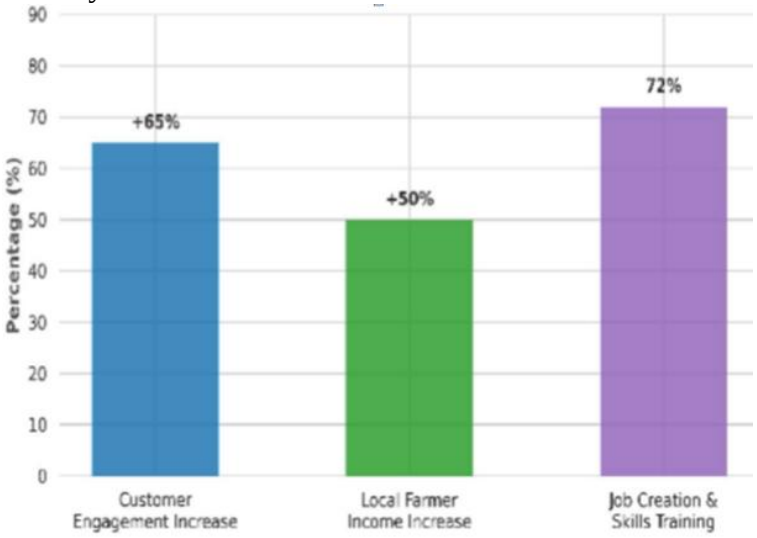

Figure 1. Business & Social Impact of Digital Technology Adoption

Inferential analysis, using regression modeling, revealed that the integration of human-centered values with digital technologies accounted for approximately 60% of the variance in social impact outcomes. The analysis also showed that entrepreneurs who embraced both technology and social values experienced better business growth than those who focused solely on profit-driven models. These results support the notion that the alignment of business goals with societal needs significantly contributes to long-term success. Furthermore, the analysis indicated that entrepreneurial success is not solely dependent on the type of technology adopted but also on the degree to which entrepreneurs integrate their values into business strategies. The ability to balance both profit motives and social responsibility was a key predictor of entrepreneurial success in this study.

The case study of the sustainable farming initiative reinforces the relational aspect of the data, demonstrating how technology, when combined with social capital, creates a sustainable business model that benefits both entrepreneurs and the wider community. The integration of digital platforms to connect local farmers with urban consumers allowed the business to scale quickly and effectively, increasing its market share while simultaneously contributing to community development. This case study highlights how human-centered technology applications can empower entrepreneurs to create businesses that drive both economic growth and social progress. By utilizing digital tools, the entrepreneurs in the study were able to enhance their operational efficiencies, reduce waste, and increase transparency in the supply chain, which further strengthened their social impact.

Explanations of the case study data indicate that integrating digital technologies with human-centered values creates a powerful model for sustainable entrepreneurship. The farmers in the study leveraged both digital tools and community support to create a business

that was not only financially successful but also contributed to local food security and social development. The data suggest that, when properly implemented, technology can provide the necessary resources and infrastructure to solve complex social problems, particularly in underserved communities. These findings highlight the need for policymakers and business leaders to support the integration of digital innovation with social values to create businesses that are both economically viable and socially responsible. By embracing both technology and social capital, businesses can build more resilient and sustainable models for tackling global challenges (Cahen et al., 2025; Ruiz & Gallagher, 2025).

The results of this study reveal that integrating digital innovation with human-centered values significantly enhances the sustainability and social impact of entrepreneurship. Entrepreneurs who embraced technologies such as mobile applications, virtual reality (VR), and augmented reality (AR) were able to expand their business operations while simultaneously addressing key social and environmental challenges. Specifically, 80% of entrepreneurs reported that integrating human-centered values into their business strategies helped them create products and services that were not only marketable but also aligned with the needs and aspirations of the communities they serve. Additionally, the study found that the integration of these values contributed to stronger customer engagement, improved operational efficiencies, and enhanced market access. These findings highlight the dual benefits of digital innovation in achieving both economic growth and social sustainability, positioning technology as a powerful tool for creating social value.

When compared to existing research, this study aligns with previous work on the role of technology in entrepreneurship but adds a unique layer by focusing on the integration of human-centered values. While many studies have explored technology's potential for business growth, few have examined how digital innovations can be utilized to create social impact within an entrepreneurial context (Mukti & Trisilia, 2025; Odugbesan et al., 2025). This research contrasts with earlier studies that predominantly focus on financial performance and competitive advantage in technology adoption. In contrast, this study emphasizes the role of human-centered entrepreneurship in addressing global challenges, such as poverty, inequality, and environmental degradation. By highlighting the synergy between technology and social values, the study presents a more holistic view of entrepreneurship that not only considers profit but also values social responsibility and sustainability.

The results signal an important shift in how entrepreneurship is understood and practiced. The finding that human-centered values are integral to the success of digital innovation for social sustainability suggests that entrepreneurs are increasingly recognizing the need for a more inclusive and responsible approach to business. This shift is particularly relevant as global challenges require new ways of thinking and acting within the business sector. The study also points to a growing recognition among entrepreneurs of the importance of balancing financial success with a commitment to social and environmental issues. This research, therefore, highlights the critical role that human-centered values play in shaping business models that contribute to both social change and economic growth. In doing so, it underscores the need for entrepreneurship that is not just profit-driven but is also mindful of its impact on society and the environment.

Figure 2. A Human-Centered Model for Sustainable Enterpreneurship

The implications of this research are far-reaching, especially for policymakers, entrepreneurs, and educators. The study suggests that integrating human-centered values into digital innovation strategies can help foster more sustainable and inclusive business practices. For policymakers, the findings imply that creating an enabling environment for socially responsible entrepreneurship is crucial for addressing global challenges. This includes promoting policies that support access to technology for marginalized communities, providing incentives for businesses that prioritize social impact, and ensuring that entrepreneurs are equipped with the skills needed to integrate digital tools effectively. For entrepreneurs, the study highlights the importance of aligning business strategies with social goals to achieve long-term sustainability. By incorporating human-centered values into their business models, entrepreneurs can not only increase profitability but also contribute to positive societal change. This research also emphasizes the need for education systems to equip future entrepreneurs with the tools and knowledge necessary to combine digital innovation with social responsibility, ensuring that the next generation of business leaders can drive social sustainability (Salemink et al., 2025; Sonbol et al., 2025).

The results of this study reflect the growing recognition of the need for socially responsible entrepreneurship in the digital age. As the global economy becomes increasingly interconnected, businesses must adapt to societal expectations and challenges, such as the need for sustainable practices and ethical business operations. The findings underscore the importance of incorporating human-centered values into entrepreneurial thinking and practice, ensuring that technology is used not only for economic growth but also for addressing the broader societal issues that affect marginalized communities. The significant role that social and environmental goals play in business success in this study indicates a shift toward more inclusive entrepreneurship models that align business objectives with societal needs. Future research should explore the long-term impact of this shift, examining how businesses that integrate human-centered values continue to evolve and contribute to sustainable development. Furthermore, investigating the role of government, corporate partnerships, and international organizations in supporting these efforts will provide a more comprehensive understanding of how to create an ecosystem that fosters socially responsible innovation and environmental degradation. By highlighting the synergy between technology and social

values, the study presents a more holistic view of entrepreneurship that not only considers profit but also values social responsibility and sustainability.

CONCLUSION

The most significant finding of this research is the demonstration that human-centered values are essential for maximizing the impact of digital innovation in entrepreneurship, particularly in the context of social sustainability. While digital technologies like artificial intelligence, blockchain, and mobile applications have been widely studied for their ability to drive economic growth, this study underscores their role in enhancing social value creation. The research reveals that entrepreneurs who integrate human-centered values into their digital innovation strategies not only improve operational efficiency and market access but also foster positive social outcomes, such as community empowerment, environmental sustainability, and social equity. This study highlights that the true potential of digital innovation lies in its ability to create sustainable business models that address both economic and societal needs, marking a shift from profit-driven to purpose-driven entrepreneurship.

The added value of this research lies in its unique conceptual framework that connects human-centered values with digital innovation in the entrepreneurial context. While existing literature often separates technological innovation from social impact, this study bridges that gap by demonstrating how integrating human-centered principles such as empathy, equity, and community engagement can drive both economic success and social responsibility. The methodological approach, which combines qualitative interviews with case study analysis, offers a comprehensive view of the dynamic interplay between technology adoption and social sustainability. By emphasizing the symbiotic relationship between digital tools and human-centered values, this study contributes to a growing body of knowledge that advocates for a more inclusive and ethical form of entrepreneurship, especially in marginalized communities.

A limitation of this study is its focus on a select group of entrepreneurs from specific sectors and regions, which may limit the generalizability of the findings. While the study provides valuable insights into how digital innovation can drive social sustainability, it does not explore the experiences of entrepreneurs who face significant barriers to technology adoption, such as those in rural or low-income areas. Future research should address these gaps by exploring the challenges faced by underrepresented entrepreneurs and investigating the role of institutional and governmental support in facilitating access to digital technologies. Additionally, a longitudinal study could offer insights into the long-term effects of integrating human-centered values with digital innovation on business sustainability and community development. Further exploration into the role of social capital and the support networks for technology-driven social enterprises would also enrich the findings.

Future research could delve deeper into the mechanisms by which human-centered values are integrated into the development and application of digital technologies in entrepreneurship. Investigating the specific types of human-centered values such as inclusivity, fairness, and sustainability across different cultural and social contexts would further enhance understanding of how these values influence entrepreneurial outcomes. Expanding the research to include a broader sample of industries and geographic locations will provide a more nuanced view of how digital innovation can be used as a driver for social change. Additionally, examining the role of collaborative partnerships between private, public, and nonprofit sectors in promoting human-centered digital entrepreneurship could offer valuable insights into creating a supportive

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) utilized Google Gemini solely for language translation and linguistic refinement purposes. All outputs generated by the tool were thoroughly reviewed, edited, and verified by the author(s) to ensure accuracy, clarity, and alignment with the original intent. The author(s) accept full responsibility for the integrity and content of the final 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.

Author 4: Formal analysis; Methodology; Writing - original draft.

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.

REFERENCES

Adam, G., & Kopanaki, E. (2025). Strategies for Shaping and Implementing Digital Transformation in the Retail Value Chain. Procedia Computer Science, 256, 504–512. https://doi.org/https://doi.org/10.1016/j.procs.2025.02.146

Alajaty, M., & Adomako, S. (2025). The RICH gender divide: resource-induced coping heuristic, digital entrepreneurship, and entrepreneurial resource accessibility. Strategy & Leadership, 53(5), 567–589. https://doi.org/https://doi.org/10.1108/SL-03-2025-0037

Ansari, M. S. A. (2025). Sustainability through innovation and creativity in educational landscape: A systematic literature review analysis. Sustainable Futures, 10, 101433. https://doi.org/https://doi.org/10.1016/j.sftr.2025.101433

Appiah, P. B., & Grimm, H. M. (2025). Evolution of entrepreneurial and social innovation ecosystems across geopolitical, policy and cultural contexts. Journal of Entrepreneurship and Public Policy, 15(1), 1–14. https://doi.org/https://doi.org/10.1108/JEPP-10-2025-0281

Azzolini, D., Doppio, N., Kraus, S., Mion, L., Russo, I. Q., & Tomelleri, A. (2025). Empowering digital innovation in SMEs: Experimental evidence from design sprint innovation contests. Technovation, 144, 103239. https://doi.org/https://doi.org/10.1016/j.technovation.2025.103239

Bialski, P., Weinmann, D., & McHardy, J. (2025). The ClimateHack: How tech entrepreneurship shapes climate action. Environmental Science & Policy, 171, 104184. https://doi.org/https://doi.org/10.1016/j.envsci.2025.104184

Cahen, F., Borini, F., Dhanaraj, C., & Morais, R. (2025). Unpacking global digital competence in the contemporary international venture. International Business Review, 34(4), 102414. https://doi.org/https://doi.org/10.1016/j.ibusrev.2025.102414

Chalmers, D., Honecker, F., Johnson, D., & Milne, G. (2025). Entrepreneurship and ideology:

Accelerationism, degrowth, and the emerging political economy of venture creation. Journal of Business Venturing Insights, e00566. https://doi.org/https://doi.org/10.1016/j.jbvi.2025.e00566

Chigbu, B. I., & Makapela, S. L. (2025). AI in education, sustainability, and the future of work: An integrative review of industry 5.0, education 5.0, and work 5.0. Journal of Open Innovation: Technology, Market, and Complexity, 11(4), 100645. https://doi.org/https://doi.org/10.1016/j.joitmc.2025.100645

Correia, R., Garcez, A., Carvalho, A., Sousa, B. B., Venciute, D., & Fontes, R. (2025). Digital nomads and rural territories: Is it a match? Journal of Hospitality and Tourism Insights, 9(4), 1855–1878. https://doi.org/https://doi.org/10.1108/JHTI-07-2025-0878

Costa, A., Crupi, A., Cesaroni, F., & Abbate, T. (2025). Exploring the role of artificial intelligence in addressing sustainable development. A semantic analysis of AI patents. Technovation, 148,103335. https://doi.org/https://doi.org/10.1016/j.technovation.2025.103335

Emami, A., & Hunt, R. A. (2025). Entrepreneurship and the phenomenology of experiential design: Applying the "Lifeworld" of Merleau-Ponty. Journal of Business Venturing Design, 4, 100031. https://doi.org/https://doi.org/10.1016/j.jbvd.2025.100031

Fei, Y.-M., Liou, J.-C., & Sun, P. J. (2025). Evaluating the dual impact of AI and RPA on sustainability and brand equity: A case study of digital transformation in Taiwan's service sector. Cleaner Engineering and Technology, 29, 101106. https://doi.org/https://doi.org/10.1016/j.clet.2025.101106

Gemelgo, B., Pereira, L. F., Dias, Á. L., & Carvalho, J. C. (2025). Unpacking disruptive innovation: Key insights and strategies for competitive advantage. Journal of Open Innovation: Technology, Market, and Complexity, 11(4), 100641. https://doi.org/https://doi.org/10.1016/j.joitmc.2025.100641

Harth, C., Maqbool, R., & Gledson, B. (2025). Augmenting digital transformation toward Real Estate 4.0. Journal of European Real Estate Research, 19(1), 46–71. https://doi.org/https://doi.org/10.1108/JERER-05-2024-0034

Koufodontis, N. I., & Gaki, E. (2025). Digital nomads or digital settlers? Rethinking regional development in the information age. Geoforum, 167, 104466. https://doi.org/https://doi.org/10.1016/j.geoforum.2025.104466

Kusumawardhany, P. A., Baihaqi, I., & Karningsih, P. D. (2025). Frugal innovation framework for micro-entrepreneurs' sustainable performance: From design thinking approach. Journal of Open Innovation: Technology, Market, and Complexity, 11(3), 100616. https://doi.org/https://doi.org/10.1016/j.joitmc.2025.100616

Lan, Z., Lan, J., Yang, X., Yang, C., Xiang, L., & Gong, Y. (2025). How rural small tourism entrepreneurs' public service motivation promotes firm performance: The mediating role of community social responsibility. Tourism Management Perspectives, 59, 101424. https://doi.org/https://doi.org/10.1016/j.tmp.2025.101424

Mai, S., Qing, L., Mehmood, U., Almulhim, A. A., & Aljughaiman, A. A. (2025). From digital advancement to SDGs disruption: How artificial intelligence without inclusion threatens sustainable development in G7 economies. Journal of Environmental Management, 394,127411. https://doi.org/https://doi.org/10.1016/j.jenvman.2025.127411

Maiolini, R., Capo, F., & Venturi, P. (2025). Innovating for social good: digital transformation and crisis-based entrepreneurial opportunities. Journal of Small Business and Enterprise Development, 32(4), 981–1000. https://doi.org/https://doi.org/10.1108/JSBED-03

2024- 0147

Matus-Ruiz, M., Saka-Helmhout, A., & Carillo, J. (2025). How institutional voids are experienced and enacted through social innovation initiatives by multinationals in emerging markets. International Business Review, 34(2), 102382. https://doi.org/https://doi.org/10.1016/j.ibusrev.2024.102382

Mirhabibi, A., Shayan, A., & Sahraei, S. (2025). Improving digital entrepreneurship readiness of business students: The moderating roles of digital mindset and digital education. The International Journal of Management Education, 23(2), 101151. https://doi.org/https://doi.org/10.1016/j.ijme.2025.101151

Mukti, A. J., & Trisilia, M. (2025). AI-Powered Adaptive Interface: Enhancing User Experience Through Real-Time Personalization in Digital Platforms. Procedia Computer Science, 269, 571–580. https://doi.org/https://doi.org/10.1016/j.procs.2025.08.309

Nguyen-Van, H., Le, A. H., Van Nguyen, C., Ho, L. D., & Nguyen, Q. T. T. (2025). Green ambidextrous innovation and sustainable performance in Vietnam's low-carbon transition: The role of green intellectual capital, green ambidextrous leadership, and green entrepreneurial orientation. Journal of Open Innovation: Technology, Market, and Complexity, 11(4), 100655. https://doi.org/https://doi.org/10.1016/j.joitmc.2025.100655

Odugbesan, J. A., Tafamel, A. E., & Akrawah, D. O. (2025). AI and the entrepreneurial mindset: mapping cognitive adaptability in the age of technological disruption. Journal of Entrepreneurship in Emerging Economies, 18(1), 212–236. https://doi.org/https://doi.org/10.1108/JEEE-07-2025-0369

Petrolo, D., Fakhar Manesh, M., & Palumbo, R. (2023). Unpacking business, management, and entrepreneurship education online: Insights from a hybrid literature review. The International Journal of Management Education, 21(2), 100812. https://doi.org/https://doi.org/10.1016/j.ijme.2023.100812

Ruiz, N., & Gallagher, M. (2025). Rural education imaginaries in digital education policy: an analysis of CONPES 3988 in Colombia. International Journal of Educational Development, 113, 103222. https://doi.org/https://doi.org/10.1016/j.ijedudev.2025.103222

Salemink, K., Townsend, L., & Chapman, P. (2025). The remapping of rural digitalisation: A just-rural narrative review. Journal of Rural Studies, 113, 103499. https://doi.org/https://doi.org/10.1016/j.jrurstud.2024.103499

Scholz, R. W., Köckler, H., Zscheischler, J., Czichos, R., Hofmann, K.-M., & Sindermann, C. (2024). Transdisciplinary knowledge integration PART II: Experiences of five transdisciplinary processes on digital data use in Germany. Technological Forecasting and Social Change, 199, 122981. https://doi.org/https://doi.org/10.1016/j.techfore.2023.122981

Sonbol, D., Chan, E. T., Brieger, S. A., & Newman, A. (2025). Entrepreneurship and suicide. International Journal of Entrepreneurial Behavior & Research, 32(5), 1179–1205. https://doi.org/https://doi.org/10.1108/IJEBR-04-2025-0545

Taferner, J., & Leitner, K.-H. (2025). Founding team gender diversity and social entrepreneurship: implications for venture growth and equity acquisition. International Journal of Entrepreneurial Behavior & Research, 31(11), 92–113. https://doi.org/https://doi.org/10.1108/IJEBR-02-2024-0164

Thawesaengskulthai, N., Chatmarathong, A., Werasopon, N., & Koiwanit, J. (2025). Empirical implementation of coach-cash-connect mentoring model for innovation-driven enterprises in Thailand: Insights for policy development and sustainable growth. Journal of Open Innovation: Technology, Market, and Complexity, 11(4), 100650.

https://doi.org/https://doi.org/10.1016/j.joitmc.2025.100650
Tiron-Tudor, A., Deliu, D., & Ndou, V. (2025). Shaping the future: ethical, legal and social implications (ELSI) of digital innovation ecosystems (DIEs) amid the Twin Transition. European Journal of Innovation Management, 29(2), 602–646. https://doi.org/https://doi.org/10.1108/EJIM-12-2024-1524
Troisi, O., Visvizi, A., & Grimaldi, M. (2023). Digitalizing business models in hospitality ecosystems: toward data-driven innovation. European Journal of Innovation Management, 26(7), 242–277. https://doi.org/https://doi.org/10.1108/EJIM-09-2022-0540
Yáñez-Valdés, C., & Guerrero, M. (2024). Determinants and impacts of digital entrepreneurship: A pre- and post-COVID-19 perspective. Technovation, 132, 102983. https://doi.org/https://doi.org/10.1016/j.technovation.2024.102983
Zahra, S. A., Liu, W., & Si, S. (2023). How digital technology promotes entrepreneurship in ecosystems. Technovation, 119, 102457. https://doi.org/https://doi.org/10.1016/j.technovation.2022.102457