

Digital Entrepreneurship After COVID-19 - Will the Crisis Create a New Generation of Digital Startups?

A Master's Project at the Research Group IT-Entrepreneurship

Summary

Many successful startups were created in or shortly after the last major economic crisis of 2008/2009 (e.g., Uber, Spotify, AirBnB, etc.). Over the last years, the German government, policy advisors and economists are calling for more digital entrepreneurs and digital business models. The Covid-19 crisis has impacted German entrepreneurs and startups substantially, but at the same time, digitalization is seen as the way out of the crisis. Therefore, this master project aims to look into drivers and barriers for digital entrepreneurship in Germany. The expected results will be summarized in a scientific paper and, if you are interested, also in a policy brief for the German government.

You will conduct an empirical analysis based on either data extracted from websites, expert interviews, or questionnaires with founders, business angels, and venture capitalists. You will learn in this master project how to conduct a literature review to derive hypotheses, how to identify experts for interviews or design a quantitative empirical study, and how to analyze your collected data using either qualitative or quantitative methods. We will show you how to "make sense out of the data" and interpret as well as discuss your results. We will guide you throughout the whole process of defining your initial research question until the writeup of the final research paper. You will have some freedom with respect to designing your own research focus and whom to address for collecting empirical data. In the end, you will not only have learned how to conduct state-of-the-art entrepreneurship research but have also learned crucial insights in the digital startup ecosystem and how to design successful digital business models.

We expect from you an entrepreneurial mindset, motivation to conduct empirical research, and the drive to learn about digital entrepreneurship.

Responsible: Prof. Dr. Katharina Hölzle, Dr. Robert Rose, Valeska Maul, Daniel-Leonhard Fox

Our Profile

Digital technologies are the fabric of entrepreneurship and innovation across traditional industry boundaries, encompassing networks, ecosystems, and communities. The Research Group IT-Entrepreneurship, chaired by Professor Katharina Hölzle, investigates the role of digital technologies as a driver for business models, enabler for collaboration, and outcome of entrepreneurial operations. Models and practices are developed to design entrepreneurial organizations that redefine traditional industries and drive economic development.



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