

Book Title: Digital entrepreneurship in an **AI, Data, and algorithm-driven economy**
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Deadline for Submission: Dec 30th, 2024

Summary and scope

Artificial intelligence (AI) and data-driven business opportunities are emerging as transformative forces in today's dynamic business landscape. AI, data, and algorithms are reshaping industries, redefining business strategies, and opening new avenues for entrepreneurial growth and innovation. As AI continues to evolve and be democratized, its impact on entrepreneurship is profound, creating opportunities and challenges for businesses of all sizes.

We invite you to contribute to our upcoming book, exploring how an economy driven by data, algorithms, and intelligent machines influences entrepreneurship. We seek case studies highlighting how small businesses and startups use AI and data science to drive growth, innovate, and navigate the challenges of modern markets. The cases will serve as valuable resources for teaching and learning in business education, particularly in entrepreneurship, innovation, strategy, and technology management courses.

This book (serving as a second volume to **Cases on Digital Entrepreneurship: How Digital Technologies are Transforming the Entrepreneurial Process in Existing Businesses and Start-ups**) follows our first book addressing digital entrepreneurship and will provide case studies in various industries of entrepreneurial venture that have used and are using AI to drive their businesses to success.

The cases in this book will serve as teaching and learning tools, not only for Professors and students, but also for entrepreneurs themselves. Cases will be drawn from various sectors, parts of the world, on ventures of different size (micro, small and medium) and type (small businesses, start-ups).

Contributions in the following and contiguous topics are of interest for this volume.

1 - Enhancing Decision-Making with Data

Data has become the new currency of the digital age, and AI is its most powerful interpreter. Entrepreneurs now have access to vast amounts of data, from consumer behaviors to market trends to supply chain issues. AI-driven analytics can process and analyze data in real-time, providing actionable insights that guide strategic decision-making. How are entrepreneurs leveraging AI-driven analytics to interpret vast amounts of data—from consumer behaviors to market trends—to guide strategic decisions and identify emerging opportunities?

2- Automation and Operational Efficiency

One of AI's most tangible impacts on entrepreneurship is the automation of tasks and processes. Routine and repetitive tasks that were once potentially extremely time-consuming can now be efficiently handled by AI-powered systems. This automation increases operational efficiency and allows entrepreneurs and their teams to focus on higher-value activities that require creativity, critical thinking, and strategic planning. How does AI-powered automation affect small businesses and start-ups' operational efficiency?

3 - Personalization and Customer Experience

How have entrepreneurs used AI and data to redefine customer experiences? AI has revolutionized customer experiences by enabling personalized interactions on a mass scale. Entrepreneurs can use AI to analyze customer data and tailor their marketing efforts to specific segments, delivering relevant content and product recommendations. Such technologies as Chat bots and AI-powered virtual assistants offer instant customer support, enhancing engagement and satisfaction. The result is a deeper connection between entrepreneurs and their customers, leading to the potential for increased loyalty and brand advocacy.

4 - Innovation and Product Development

In what ways do AI and data act as a catalyst for innovation? Entrepreneurs can use AI-powered algorithms and data to identify gaps in the market, predict emerging trends, and test concepts with virtual prototypes. Additionally, AI-driven tools can accelerate the research and development process, allowing entrepreneurs to bring their ideas to market faster and more precisely.

5 - Optimizing Marketing and Advertising

AI and data analytics have revolutionized marketing and advertising. Entrepreneurs can create hyper-targeted campaigns that reach the right audience at the right time. AI algorithms analyze consumer behavior and preferences, enabling entrepreneurs to craft messages that resonate and convert. Programmatic advertising, which uses AI to automate the buying of ads and placements, ensures or, at the very least, increases the probability of optimal reach and efficiency. Generative AI is making content production more accessible and cheaper.

6 - Supply Chain Management and Logistics

AI and data-driven technologies are transforming supply chain management and logistics and contributing to manufacturers' levels of security. Entrepreneurs can use AI to optimize inventory levels, predict demand patterns, and streamline distribution processes. Through real-time data analysis, AI helps entrepreneurs make more informed decisions that reduce costs, enhance customer satisfaction, and ensure products reach their destinations efficiently.

7 - Risk Management and Cybersecurity

Entrepreneurs face various risks, ranging from financial theft to cybersecurity threats. AI is a powerful tool for risk management, as it can analyze historical data and look for patterns to predict potential risks and vulnerabilities. AI-powered fraud detection algorithms can identify unusual patterns and behaviors, protecting businesses from financial losses and reputational damage. However, cybercriminals can use AI to implement stronger attacks and support more effective social engineering. How do small businesses and startups build awareness and strategies to cope with threats and build more effective protection?

8 - Evolving Business Models

AI and data are enabling the evolution of business models not used or seen before, creating opportunities for entrepreneurs to disrupt traditional industries. Subscription-based services, sharing economies, and AI-driven marketplaces are examples of business models that leverage AI and data's capabilities to provide innovative solutions to consumers. Entrepreneurs who embrace these new models can tap into previously untapped markets and meet evolving customer needs.

9 - Ethical Considerations and Human-AI Collaboration

While AI can enhance decision-making and automate processes, balancing technology and ethical considerations is essential. We should never lose sight of the human element and the levels of expertise, thinking, feeling, and emotional component that they/we contribute. Entrepreneurs should ensure that AI is used responsibly and transparently while also considering potential biases and implications for privacy.

10 – Data and AI literacy and the new digital divide

Entrepreneurs who embrace AI and data are positioned to thrive in a rapidly changing landscape. However, integrating AI and data into entrepreneurial processes requires learning and adapting to new technologies in the presence of technical, financial, and knowledge barriers. While entrepreneurs need to invest in developing AI literacy, staying updated on emerging AI trends, and fostering a culture of innovation, not all have access to the new data and AI literacy and the necessary technological know-how and platforms, and they risk being left behind.

Submission guidelines and important dates

We are open to including different types of cases, including case histories, as long as they include open situations where students must make decisions and suggest proposals. We seek agile cases (3000-5000 words, all included) with the following structure:

- Abstract
- Case learning objectives (a bullet list of 3 to 5 points immediately after the abstract)
- Introduction (Opening story)
- Business and Industry Overview
- Problem description
- Student Challenge (e.g., discussion questions, assignments, etc.)
- References
- Appendixes

We will prefer cases that include visuals and links to video materials and that require students to combine data-driven and analytical reasoning with more creative thinking styles. Each case author will also be responsible for constructing a teaching note (max 3000 words and for instructor's use only) with the following structure:

- Case summary for instructors
- Teaching Objectives
- Teaching Strategy and assignment suggestions (differentiated for undergraduate and graduate courses)
- Reference and additional materials (videos are encouraged)

The deadline for submission is December 30th, 2024. All cases will be reviewed, and authors will be notified on or before April 1st, 2025. Revised cases will have to be submitted by June 1st, 2025. To submit your cases or for any questions, please email the editors:

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Carmine Gibaldi is a Professor of Management & Organizational Psychology. He also has an ongoing consulting practice that addresses issues related to organizational change, leadership, training & development, and executive coaching. He is an expert in areas related to better understanding people in the workplace, managing people at work, higher education, & understanding the adult learner. Carmine has delivered over 40 papers at international conferences addressing issues related to Management & Organizational Behavior, and Higher Education & College Teaching. Dr. Gibaldi has received received awards for service, and teaching excellence. He presently serves as the board Chair for the Sansone Foundation a NYC not-for-profit foundation providing social service referral services, supporting education to the less advantaged, and working to foster and build tolerance in NYC.

Luca Iandoli is the Dean of the Collins College of Professional Studies and a Professor in the Computer Science, Mathematics, and Science Division. Dr. Iandoli served as an Associate Professor at the University of Naples Federico II (Italy), A Fulbright fellow at the MIT Center for Collective Intelligence, and as a Visiting Research Professor at Stevens Institute of Technology. His research focuses on collective intelligence, interaction design, and product aesthetics. He served as President of the European Council for Small Business and Entrepreneurship (ECSB) and of the International Council for Small Business (ICSB). He has received prestigious awards, including the Wilfred White and ECSB fellowships.