

Bachelorarbeit

Themenskizze GMLG

The local cluster perspective in digital entrepreneurship: A literature synthesis of determinants

The so-called local cluster research, or even entrepreneurial ecosystem research, has emerged from the macroeconomic regional theory. In contrary to the thesis of a devaluation of the industrial location in the global economy, forced by digitization, Porter notes that small-scale networking continues to be an important success factor, especially for small and medium-sized enterprises. This is explained by macroeconomic models and theories. Thus, research in the local cluster perspective focuses the effect of a sum of actors and the effects of geographic concentrations on the behavior or success of these entrepreneurial actors. The basic model therefore assumes that there is a causal relationship between the characteristics of the start-up ecosystem and the entrepreneurial performance in this context.

Although local cluster research already presents a wide range of empirical-quantitative findings and models, but there are only a few studies that examine the existing geographic importance of trades and companies and its specific contextual factors, especially in the context of digitization.

The main motivation of entrepreneurial ecosystem research is the question of the nature of a start-up ecosystem and the measurability of its success factors.

This thesis will deal critically with the development of the significance of the local cluster-perspective in the context of digital entrepreneurship. In particular, the dependency of entrepreneurial performance on the entrepreneurial ecosystem has to be focused.

For this purpose, papers in relevant academic journals of the last 10 years with VHB-Jourqual up to maximum C rating have to be analyzed and discussed. Subsequently, the results are critically compared with regard to their relevance.