

## Bachelorarbeit

### Abstract

#### **The actor's perspective in digital entrepreneurship - A literature synthesis of determinants**

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The digital revolution, which has changed so many aspects of our lives, has also changed entrepreneurship. It has democratized entrepreneurship, making opportunity recognition, resource acquisition and product development easier in the process. The questions of who becomes a successful entrepreneur or why remain the same. The idea of personality traits as a primary factor for venture creation and entrepreneurial success has been debated with much controversy in the past. Personality trait research was even declared dead in the last millennium. This review shines a light on personality traits and analyses whether they are responsible for entrepreneurial intention and success from a digital point of view. The review shows that personality trait research remains relevant, reanimated by the symbiosis with cognitive concepts. This review applies the action characteristic model of entrepreneurship by Frese and Gielnik (2014) as a holistic framework for entrepreneurship that unites the different strains of individual differences responsible for entrepreneurial intention and success. It indicates that digital entrepreneurship is not just a subgroup of entrepreneurs. Digital entrepreneurship can be viewed as an accumulation of action characteristics performed by an individual, among them acceptance, adoption and usage of technology. These actions in turn are strongly impacted by personality traits and cognitive factors.