



Levelling the playing field: Towards a critical-social perspective on digital entrepreneurship

Doctor Angela Martinez Dy

Lecturer in Entrepreneurship
Institute for Innovation and Entrepreneurship
Loughborough University London



Wednesday 9th October
15:30 – 17:00 (tea, coffee and biscuits at 15:15)
AMBS Room 3.013a

Abstract

This conceptual paper critically analyses whether digital technologies have the potential to level the entrepreneurial playing field. It develops an interdisciplinary critique of popular assumptions about digital entrepreneurship as an equalising force, and introduces an innovative typology of the landscape. By highlighting a range of digital entrepreneurial activity and actors excluded from mainstream view, and theorising the impact of technological requirements and socially distributed resources, it presents a more comprehensive and nuanced view of an increasingly significant yet underexplored phenomenon.