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## INTERNET-BASED COLLABORATIVE PLATFORMS: HOW THEY CHANGE THE NATURE OF ENTREPRENEURSHIP (INTERACTIVE PAPER)

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## ≈ INTERACTIVE PAPER ≈

**INTERNET-BASED COLLABORATIVE PLATFORMS: HOW THEY CHANGE THE NATURE OF ENTREPRENEURSHIP**

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**Principal Topics**

Recent technological development which allows collaboration among large groups of individuals helps advance entrepreneurial activity (Murugesan, 2007; O'reilly, 2007). One new form of collaboration that helps advance entrepreneurship concerns platforms to advance product development, product launch and to share revenue. Conceptualizations of entrepreneurship typically focus on the ability of individuals to recognize opportunities and then to act on these opportunities by starting a new venture (Shane & Venkataraman, 2010). New Internet platforms challenges such conceptualizations by allowing individuals who have discovered entrepreneurial opportunities to let the online community exploit them and to do so without starting businesses. Informed by Human Capital Theory, we explore how prior experience and education influence the quality of ideas generated and the probability of bringing ideas into fruition. We focus on the formation, development and realization of an entrepreneurial idea regardless of organizational form used.

**Method**

The sample of this study is drawn from 444 independent inventors and 70 experts participating in the South Korean platform, Idea Audition. To date, it has received about 22,000 ideas from the independent inventors, 149,000 participations from the general public, and has brought approximately 100 ideas to fruition. Surveys will be used to collect primary data and these data will be combined with product information and other information directly from the platform. Dependent variables related to the advancement from one stage to the next, until eventual product launch. Independent variables are concerned with standard measures of experience and educational attainment, as well as multi-item measures of market knowledge and technological knowledge. Multi-stage selection models will be used for estimation (Heckman, 1979).

**Implications**

This study will contribute to entrepreneurship research in multiple ways. Several studies have examined the effect of human capital in entrepreneurship. This is the first study that is able to tease out the various effects of how human capital influences the quality of the product or service being launched versus how it advances the actual launch of the new product. Finally, the study provides practical implications for prospective entrepreneurs and policy makers. These new Internet platforms may also allow entrepreneurship among groups of individuals who would otherwise face insurmountable barriers because of lack of resources or other limitations.

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