

AI-driven entrepreneurship : « a new era has begun »

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Extended abstract

Purpose

In recent years, the potential of artificial intelligence (AI) has received increasing attention in various fields of research and application, but it has not received much attention in contemporary entrepreneurship research. AI equips companies and individuals with powerful tools that enable them to do more and act with superhuman capabilities (Giuggioli and Matteo Pellegrini, 2023). It also makes it possible to automate complex processes and process diverse sets of unstructured data using complex algorithms to perform tasks that normally require human intelligence and considerable human effort (Chalmers and Mackenzi, 2020). The advent of AI therefore has critical consequences and profound implications for individuals, companies and entrepreneurial practices. These consequences also affect entrepreneurs who continue to operate in the traditional way, as they risk being disintermediated in an AI-driven economy. This research aims to explore the impact of AI on entrepreneurial processes and practices, as well as the considerable challenges that new businesses will face. Our analysis will focus on the adaptations needed for new businesses and entrepreneurial players to ensure a smooth transition to this new technological era, and to better prepare future entrepreneurs.

Methodology

The methodology adopted in this research is based on the application of bibliometrics, a quantitative approach that enables the systematic analysis and evaluation of scientific production articulating entrepreneurship and artificial intelligence (AI). First, we exhaustively identify relevant bibliographic corpora, drawing on renowned academic databases. We then apply strict selection criteria to select only the most relevant and influential works, thus guaranteeing the quality and representativeness of our analysis. The use of advanced bibliometric techniques will enable us to explore trends, patterns and articulations that lie at the intersection of entrepreneurship and AI.

Findings

This research aims to demonstrate that AI exerts a significant influence on entrepreneurial processes, conferring transformative power on its various aspects and practices. Our approach aspires to enlighten entrepreneurs on the implications of AI in their field, prompting strategic thinking and proactive adaptation to technological developments. By highlighting these dynamics, we aim to contribute to a deeper understanding of the opportunities and challenges associated with integrating AI into the entrepreneurial context.

Practical implications

The practical implications arising from this pioneering research may be of crucial importance to entrepreneurs and researchers alike. Indeed, this study provides innovative insights likely to guide strategic decisions in a rapidly changing entrepreneurial context. It offers valuable pointers for entrepreneurs to better harness the power of AI. In addition, practitioners and decision-makers will have access to an in-depth understanding of the underlying mechanisms, facilitating the development of policies and strategies aligned with emerging realities.

Bibliography

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