

# Digital entrepreneurial ecosystem and start-ups: the case of Brazil

by *Lorenzo Compagnucci | Francesca Spigarelli | Rogerio J. Lunkes | Fabricia S. Rosa | Januário J. Monteiro | Università di Macerata; CiMET | Università di Macerata; CiMET | Universidade Federal de Santa Catarina | Universidade Federal de Santa Catarina | University of East Anglia*

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The aim of this paper is to explore both the drivers and the socio-economic implications of digitalization in the largest economy of South America, namely Brazil which is still classed as an emerging market. Digitalization has especially changed the dynamics of start-ups which operate in entrepreneurial ecosystems. Nevertheless, there is little evidence about how and to what extent digitalization affects the performance of start-ups, their management and interactions within the ecosystems where such actors can contribute to wide-ranging socio-economic, technological, and cultural values. Drawing upon the digital entrepreneurial ecosystem framework and the concept of entrepreneurial orientation, hypotheses are developed and then tested on a sample of 206 representatives of Brazilian start-ups registered with the Associação Brasileira de Startups