

Topical Collection

Encyclopedia of Entrepreneurship in the Digital Era

Message from the Collection Editors

Entrepreneurship in the digital era is undergoing significant changes due to the continuous evolution of technology and the rise of artificial intelligence (AI). The new challenges include the need for rapid adaptation to technological developments, the management of big data, cybersecurity, and the necessity for continuous innovation. Artificial intelligence and its emerging tools (such as machine learning and automation) are changing the nature of labor relations, productivity, and competitiveness. Entrepreneurs are being called upon to adopt new strategies to leverage AI to improve decision-making, marketing, customer service, and supply chain management. Our goal in launching this Topical Collection is to explore how entrepreneurship is being reshaped in the digital era, what new challenges have arisen, and how artificial intelligence can contribute to the development of innovative business models.

Collection Editors

Dr. Andreas Masouras

Dr. Georgios Deirmentzoglou

Dr. Apostolopoulos Sotirios



Encyclopedia

an Open Access Journal
by MDPI



mdpi.com/si/235206

Encyclopedia
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
encyclopedia@mdpi.com

[mdpi.com/journal/
encyclopedia](https://mdpi.com/journal/encyclopedia)





Encyclopedia

an Open Access Journal
by MDPI



[mdpi.com/journal/
encyclopedia](https://mdpi.com/journal/encyclopedia)



About the Journal

Message from the Editor-in-Chief

Editor-in-Chief

Prof. Dr. Raffaele Barretta

Department of Structures for Engineering and Architecture, University of Naples Federico II, 80125 Naples, Italy

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

Rapid Publication:

manuscripts are peer-reviewed and a first decision is provided to authors approximately 26.9 days after submission; acceptance to publication is undertaken in 4.5 days (median values for papers published in this journal in the first half of 2025).

Recognition of Reviewers:

APC discount vouchers, optional signed peer review and reviewer names are published annually in the journal.