Strategic Approaches to Successful Crowdfunding

Djamchid Assadi
Burgundy School of Business, France
Table of Contents

Preface .............................................................................................................................................. xv

Acknowledgment .............................................................................................................................. xxxiii

Chapter 1
In Search of Crowdfunding Business Models .................................................................................... 1
  Djamchid Assadi, Burgundy School of Business, France

Chapter 2
Intermediating Crowdfunding: A Foundational Assessment ............................................................... 34
  Joan MacLeod Heminway, The University of Tennessee College of Law, USA

Chapter 3
To Lend or Not to Lend: Exploring the Early Days of Peer-to-Peer Lending to Small Businesses ......................................................................................................................... 56
  Traci L. Mach, Board of Governors of the Federal Reserve System, USA
  Courtney M. Carter, Board of Governors of the Federal Reserve System, USA
  Caitlin R. Slattery, University of Virginia, USA

Chapter 4
How do the Crowdfunders Judge the Crowdfunded? Crowdfunding, Social Capital, and the Gatekeepers of the Financial Legitimacy ........................................................................................................... 78
  Mathieu-Claude Chaboud, Burgundy School of Business, France

Chapter 5
Toward a Typology of Crowdfunding Motivations .......................................................................... 108
  Leela Vedantam, National Law University – Jodhpur, India

Chapter 6
Proactive Law as Competitive Advantage in Crowdfunding .............................................................. 129
  Jack Wroldsen, Oklahoma State University, USA

Chapter 7
Crowdfunding as an Open Innovation for Co-Creation .................................................................. 150
  Carmen Escudero Guirado, Comillas Pontifical University, Spain
  Carmen Goytre Castro, Comillas Pontifical University, Spain
Chapter 8
Basic Types of Project Initiators: Contributor Relations in Platform-Based Online Crowdfunding ................................................................. 175
Javier Vidal-Garcia, University of Valladolid, Spain
Marta Vidal, Complutense University of Madrid, Spain

Chapter 9
Exploring the Spheres of Crowdfunding .......................................................... 190
Bernard Owens Imarhiagbe, Kingston University, UK

Chapter 10
Can Social Dynamics Be Channeled from Offline to Online Communities? Commitment, Compliance, and Cooperation from Microfinance to Crowdfunding ................................................................. 210
Sharam Alijan, NEOMA Business School, France
Djamchid Assadi, Burgundy School of Business, France
Arvind Ashta, Burgundy School of Business, France

Chapter 11
Does Crowdfunding (Creatively) Disturb the Conventional (Banking) Alliances with Support Networks for Financing (Micro-)Entrepreneurs? ................................................................. 228
Nathalie Mercier, Banque Populaire de Bourgogne Franche-Comté, France
Hayyan Alia, Burgundy School of Business, France
Arvind Ashta, Burgundy School of Business, France
Maaouia Ben Nasr, Burgundy School of Business, France
Mihaela Bonescu, Burgundy School of Business, France
Ahmadou Bamba Ndiaye, Burgundy School of Business, France

Chapter 12
Crowdfunding: Waker of Small Hidden Insignificant Funds? .................................................. 250
Zorica Golic, University of East Sarajevo, Bosnia and Herzegovina

Chapter 13
Can Crowdfunding Provide a Solution for the Financial Problems of SMEs in Turkey? .................. 270
Beyza Oba, Istanbul Bilgi University, Turkey

Chapter 14
Crowdfunding and Slow Money: Challengers or Partners – A Field Perspective .................. 285
Jung Aymeric, Sustainable Finance Geneva, Switzerland

Chapter 15
Separating the Wheat from the Chaff: Sharing vs. Self-Interest in Crowdfunding .................. 295
Marlyne Sahakian, The University of Lausanne, Switzerland
Jean-Michel Servet, The Graduate Institute of International and Development Studies, Switzerland