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RESEARCH INSIGHTS

EDITORIAL ON EMERGING TECHNOLOGIES, CROWDFUNDING, AND ENTREPRENEURSHIP IN EMERGING MARKETS

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EXECUTIVE SUMMARY

This special issue explores how emerging technologies are transforming entrepreneurial finance through crowdfunding in emerging markets. While entrepreneurs in these contexts face institutional voids and limited access to traditional finance, digital technologies such as mobile payments, platform algorithms, and machine learning are enabling new forms of resource mobilization. This editorial highlights three key insights: 1) digital technologies such as mobile payments and platform algorithms are transforming resource mobilization and legitimacy-building for entrepreneurs facing institutional voids; 2) crowdfunding serves not only as an alternative financing mechanism but also as a catalyst for inclusion, resilience, and innovation; and 3) platform governance and algorithmic mediation raise pressing questions of fairness and trust. We outline future research opportunities in digital affordances, informal–formal financing interactions, and policy frameworks for financial inclusion and sustainable development. The discussion advances theoretical perspectives on digitally mediated finance while offering practical guidance for entrepreneurs, policymakers, and development institutions seeking to leverage crowdfunding for venture growth in underrepresented economies.



KEYWORDS

- Crowdfunding
- Emerging markets
- Entrepreneurial finance
- Digital technologies

RESEARCH RELEVANCE

- Shows how digital technologies (e.g., mobile payments, platform algorithms, machine learning) are reshaping resource mobilisation and legitimacy-building for entrepreneurs operating amid institutional voids in emerging markets.
- Positions crowdfunding not only as alternative finance, but also as a lever for inclusion, resilience, and innovation in underrepresented economies.
- Highlights how platform governance and algorithmic mediation raise urgent issues of fairness, trust, and equitable participation, especially for emerging-market entrepreneurs.
- Sets a forward research agenda around digital affordances, platform ecosystems, informal–formal financing interactions, and policy frameworks for financial inclusion and sustainable development.

BIBLIOGRAPHIC INFORMATION

Zahoor, N., Danso, A., Wu, J., Adomako, S., & Khan, Z. (2026). Editorial on emerging technologies, crowdfunding, and entrepreneurship in emerging markets. *Technovation*, 152, Article 103461. Advance online publication. <https://doi.org/10.1016/j.technovation.2025.103461>

“Technology-enabled crowdfunding can help entrepreneurs in emerging markets mobilise resources, build legitimacy, and grow, while making platform governance and fairness central to inclusive innovation.”

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