

Generative AI as a Catalyst for Techno-Entrepreneurial Acceleration: Redefining Venture Creation Models in the Digital Age.

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Abstract

The rise in the use of Generative Artificial Intelligence (Gen AI) and its integration alongside other tools has begun to reshape the techno-entrepreneurial landscape, challenging the core premises of traditional venture creation models. This conceptual study examines how Gen AI transforms the startup acceleration process across three critical phases: ideation, prototyping and market validation. Synthesizing empirical and theoretical literature from 2016 to 2025, this study postulates a “Hybrid” framework, which positions AI as both a cognitive collaborator and an adaptation accelerator. The analysis explores how AI-driven tools enhance founders’ problem solving ability, compress the development time-line, and enables a more precise data-driven validation. Furthermore, this study highlights emerging challenges related to ethical deployment, data bias and redefines entrepreneurial competencies within the context of AI-augmented entrepreneurship. This paper provides a cohesive model that explains the shift from a human-centred to an AI-augmented model in startup ecosystems. The findings of this paper provides a cohesive framework for understanding entrepreneurial capability building and venture scaling in the digital age.

Keywords: Gen AI, Techno-Entrepreneurship, Startup Acceleration, Digital Innovation, Venture Creation, Business Model Innovation, Entrepreneurial Ecosystems.

Introduction

Since the early 2020s, the technological landscape has witnessed a rise in the number of artificial intelligent (AI) tools. Specifically, the rise of generative artificial intelligence (Gen AI) which represents one of the most transformative technological waves of this century, with far-reaching implications for industry and society. Unlike other autonomous systems, Gen AI systems possess the capacity to create, reason and collaborate when prompted by humans which is unprecedented. For techno-entrepreneurs, who operate within the intersection of technology and business innovation, these systems constitute a very powerful catalyst for value creation. They augment human creativity, compress development cycles, enable algorithmic experimentation, redefining how ventures are conceived, validated and scaled (Nambisan et al., 2019; Krogh, 2020; Dwivedi et al., 2024).

In traditional start-up ecosystems, acceleration has relied heavily on mentorship, human experience and structured programs that provided founders with a guide (Radojevich-Kelley and Hoffman, 2017). While successful, these models are often constrained by the limit of human cognition, resource constraints and time-consuming iterative processes. The integration of Gen AI is set to disrupt this paradigm by introducing a mode of venture development where computational systems serve as co-creators, analysts and strategic partners (Shankar and Gupta, 2023). This shift moves the field towards symbolic intelligence where humans and machines engage collaboratively to solve problems and recognise opportunities (Li and Wu, 2021; Xu et al., 2024).

Gen AI and its related technologies now contribute to critical entrepreneurial functions from ideation, prototyping to market validation (Fuller and Jawecki, 2021; Zhang and Li, 2022). Consequently, the entrepreneurial process is evolving from sequential, human-led discovery toward an AI-empowered cycle for accelerated learning and innovation. Despite all these advancements, scholarly understanding of the implications of this push for techno-entrepreneurs is at best embryonic or incipient as most existing literature focus on digitization, automation and platformization (Giones and Brem, 2017; Bican and Brem 2020), often overlooking the generative and collaborative capabilities of AI uniqueness. These tools blur the boundaries between human cognition and algorithmic intelligence which calls for a reconceptualization of how ventures are created and ran accounting for the dynamic interplay between human ingenuity and machine creativity (Mariani and Borghi, 2022; Chatterjee et al., 2023).

Theoretically, Gen AI challenges established models such as Lean Startup (Riess, 2017) by altering the speed and scale of experimentation. Founders can now simulate hypothesis, run tests and refine the business before entering the market. As techno-entrepreneurship evolves, incorporating AI-driven mentorship, automated evaluation and data centred resource allocation will be needed (Klyver et al., 2020; Haeffliger et al., 2021). This study argues that Gen AI functions as a catalyst for techno-entrepreneurial acceleration by answering three fundamental questions:

- How does Gen AI reshape venture creation within techno-entrepreneurial ecosystem?
- How can an AI model ethically and sustainably integrated into start-up practices?
- What new framework could emerge as entrepreneurs adopt AI as a co-creative partner?

By addressing these questions, this paper proposes an AI-augmented venture creation model. This research contributes in three primary ways: extending the field of techno-entrepreneurship by framing AI as a collaborator rather than just a tool; secondly, by advancing the theory of start-up acceleration through introducing the concept of hybrid intelligence acceleration, thirdly, informing managerial practice offering a blueprint for ethically integrating Gen AI into different venture processes.

The remainder of this paper is structured as follows: literature review, theoretical framework, propositions, discussion and implications, conclusion and future research directions, references.

Literature Review

The Evolution of Techno-Entrepreneurship in the Digital Era

Techno-entrepreneurship refers to the process of creating and managing technological based ventures that integrate innovation, digital tools, and market disruption (Giones and Brem, 2017). Early studies into digital entrepreneurship emphasized the role of platforms, ecosystems and data-driven decision making in shaping innovation (Nambisan et al., 2019; von Krogh, 2020). These studies underscored how digital technologies expand opportunities and reduce barriers to entry for new ventures. The emergence of techno-entrepreneurial growth models in which helped start-ups scale to achieve rapid market adaptation, sense, seize and reconfigure technological opportunities in a volatile environment

(Klofsten and Lundmark, 2020; Li and Wu, 2021). The techno-entrepreneurial paradigm thus emphasizes agility, adaptability, and continuous innovation through technology, aligning with the rise of artificial intelligence as both a tool and a partner in the entrepreneurial process. Gen AI which introduces creativity and cognitive dimensions into entrepreneurial activity, thus redefining the very notion of innovation agency (Mariani and Borghi, 2022).

Start-up Acceleration: From Human Mentorship to Algorithmic Assistance

Start-up accelerators traditionally serve as structured environments providing mentorship, networks, and capital helping early-stage ventures achieve market readiness (Radojevich-Kelley and Hoffman, 2017). Build, measure and learn are the iterative processes used for lean start-up model (Ries, 2017). Computational tools automate and complement the functions of traditional accelerators (Klyver et al. 2020) where algorithmic evaluation, predictive analytics and digital mentoring systems enhance founder's ability to make evidence-based decisions. (Bican and Brem, 2020) the potential of digital business innovation models where start-ups use technology not only to scale faster but also to design entirely new value architectures. (Fuller and Jawecki, 2021) Empirical research has shown that AI-augmented start-ups outperform traditional ventures in prototyping speed and market testing due to enhanced computational support (Zhang and Li, 2022). However, the shift toward algorithmic acceleration also raises questions regarding mentorship authenticity, ethical transparency, and creative originality. This dependency, while beneficial for efficiency, may challenge the traditional definitions of entrepreneurial intuition and judgment, necessitating a rethinking of capability frameworks in start-up development.

Generative Artificial Intelligence and the Transformation of Venture Creation Models

Gen AI have introduced a new paradigm in entrepreneurial innovation centred on algorithmic creativity and co-production. Generative models allow founder's automate ideation, design prototypes and analyse markets in ways that mimic human cognition (Shankar and Gupta, 2023; Dwivedi et al., 2024). Empirical and conceptual studies have begun to map the implications of these technologies for venture creation. From a business model perspective (Baden-Fuller and Haefliger, 2021) observed that AI reshapes value creation and capture mechanisms, introducing dynamic configurability into entrepreneurial ventures. This was further echoed by Chatterjee, Rana, and Dwivedi (2023), who emphasized AI's role in business model innovation within the digital economy. The cumulative insight across these studies is that generative AI acts as a catalyst for techno-entrepreneurial acceleration by expanding cognitive bandwidth, enabling hyper-iteration, and democratizing innovation capabilities.

Towards a Conceptual Gap: From Automation to Co-Creation

Three critical observations emerge from the reviewed works for this study:

- Most AI-entrepreneurship studies treat AI as a tool or infrastructure.
- Existing research often isolates AI's impact to individual stages without a unified framework linking these transformations across the entire venture lifecycle.
- While acceleration is desirable, existing literature, addressing the competencies entrepreneurs need to develop to effectively collaborate with AI systems is at best sparse.

This paper responds to these gaps by developing a conceptual AI-augmented model positioning Gen AI as a catalyst for redefining venture creation models. The proposed framework integrates insight from techno-entrepreneurship, innovation management and cognitive systems research to explain how human-machine collaboration transforms ideation, prototyping and validation in the digital age.

Theoretical Framework

Conceptual Foundation

Gen AI transcends its role as a mere technological tool to become a cognitive and creative collaborator in venture creation. While earlier waves of digital entrepreneurship emphasized automation, data analytics, and process optimization, the current generative paradigm introduces algorithmic creativity the capacity of AI systems to ideate, design, and validate in tandem with human entrepreneurs (Shankar and Gupta, 2023; Dwivedi et al., 2024). Drawing from techno-entrepreneurship theory (Giones and Brem, 2017; Li & Wu, 2021) and innovation management (Bican and Brem, 2020; von Krogh, 2020), this study proposes an AI-augmented model, which conceptualizes how human–AI collaboration accelerates venture creation across three interdependent domains:

- Ideation (cognitive acceleration): enhancing creativity and problem discovery.
- Prototyping (technical acceleration): enabling rapid development and simulation.
- Validation (market acceleration): optimizing feedback and decision precision.

This model does not view Gen AI as a substitute for human entrepreneurs but as a catalyst that enhances cognitive agility, compress iterative cycles and reduce the time-to-insight in the entrepreneurial process.

Ideation (Cognitive Acceleration)

Traditionally, this phase depends heavily on individual creativity, domain experience, and team brainstorming. Generative AI alters this foundation by providing a computational creativity engine that generates, compares, and refines ideas through human–AI dialogue (Dwivedi et al., 2024). The dynamic converts ideation from a linear, human bound process into a hybrid cognitive system where AI acts as both sparring partner and knowledge repository. As a result, the speed, diversity and analytical depth of ideation increases significantly.

Prototyping (Technical Acceleration)

In traditional entrepreneurship, prototyping is resource-intensive and iterative, requiring skilled labour, coding expertise, and access to testing environments (Fuller and Jaweck, 2021). Generative AI radically reduces these constraints through synthetic development environments and AI-assisted creation. These mechanisms allow startups to enter rapid experimentation cycles where prototypes are generated, evaluated, and refined almost instantaneously. The result is a dramatic compression of the build–measure–learn feedback loop central to the Lean Startup methodology (Ries, 2017).

Validation (Market Acceleration)

Traditionally, this phase requires surveys, focus groups and early market pilots. Generative AI revolutionizes this phase by introducing algorithmic validation, where simulated user interactions and data-driven analytics predict market responses with increasing accuracy (Zhang & Li, 2022). This automation of validation activities transforms the entrepreneur’s decision-making process from reactive to proactive. Entrepreneurs can forecast customer reactions, refine offerings before public release, and pivot with minimal sunk cost.

Integrated AI-Augmented Model

The Ai-augmented model unites the above dimension into an integrated conceptual framework.

(cognitive acceleration) → (technical acceleration) → (market acceleration)

Each dimension is interconnected in a continuous feedback loop:

- Generative inputs: AI models fuel creativity and exploration during ideation.
- Constructive outputs: AI tools transform ideas into tangible prototypes.
- Analytical insights: AI analytics validate and refine the prototypes for market readiness.

This closed-loop system enables real-time learning and iteration, allowing start-up to evolve from concept to commercialization with unprecedented speed and precision.

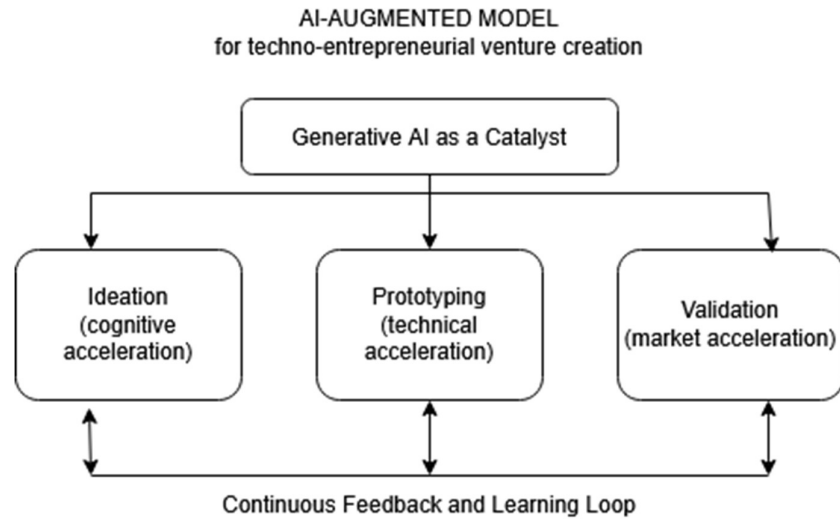


Figure 1. AI-Augmented Model for Techno-Entrepreneurial Venture Creation.

Theoretical and Managerial Implications

The AI-Augmented Model has some implications for venture creation.

For the theoretical implications:

- Moving beyond automation to recognize AI as an active cognitive participant in innovation.
- Where entrepreneurial cognition is distributed across human and machine systems.
- Acceleration is no longer purely human-driven but AI-augmented, with iteration cycles compressed through algorithmic support.

For the managerial implications:

- Use AI models for opportunities scanning and concept testing (ideation).
- Employ code generation and design AIs for rapid development (prototyping).
- Deploy predictive analytics and virtual feedback to guide pivots (validation).

It should be noted that, Entrepreneurs must also cultivate AI literacy, ethical awareness, and data governance competencies to ensure responsible and effective collaboration with generative systems (Dwivedi et al., 2024).

Propositions

In conceptual theory building, propositions are logically derived between key constructs identified in the conceptual framework (Whetten, 1989; MacInnis, 2011). Within the AI-Augmented Model, propositions delineate how Gen AI transforms the techno-entrepreneurial process through three interdependent mechanisms: Cognitive Acceleration, Technical Acceleration, and Market Acceleration. The following propositions are derived from the synthesized literature and grounded in the interplay between Gen AI capabilities and entrepreneurial dynamics. Together, they represent a coherent set of theoretical claims that redefine venture creation models in the digital age.

Proposition 1: Cognitive Acceleration in Ideation

Generative AI enhances entrepreneurial ideation by expanding cognitive diversity, enabling rapid iteration, and fostering novel problem framing in early venture development.

This proposition stems from research on computational creativity and augmented cognition (Boden, 2018; Amabile and Pratt, 2016). Gen AIs act as cognitive collaborators, supporting entrepreneurs in generating, refining, and reframing ideas beyond human associative limits. Empirical studies (e.g., Dwivedi et al., 2023; Fountaine et al., 2022) show that AI-assisted ideation increases the quantity and novelty of potential business concepts, as algorithms can recombine disparate knowledge domains at scale. Cognitive acceleration thus represents an expansion of the entrepreneur's creative bandwidth, transforming ideation from a linear, human-only process into a hybrid human-machine creativity system.

Proposition 2: Technical Acceleration in Prototyping

Generative AI enables technical acceleration by automating design, development, and testing processes, thereby reducing the temporal and resource barriers to prototyping.

This proposition integrates insights from human-computer interaction and rapid innovation literature (Fuller & Jawecki, 2021; von Krogh et al., 2023). Generative AI tools allow start-ups to rapidly translate abstract ideas into functional prototypes. This capability shortens development cycles and democratizes innovation enabling smaller teams to execute complex technical tasks that previously required specialized skills. The entrepreneurial process thus shifts from resource-driven iteration to knowledge-driven automation, where value creation is accelerated by algorithmic agents embedded in the design workflow.

Proposition 3: Market Acceleration in Validation

AI-driven market intelligence and synthetic testing environments enhance venture validation by improving predictive accuracy and reducing uncertainty in product-market fit assessments.

Market validation traditionally depends on costly customer discovery and slow data feedback loops. However, AI-enabled validation now provide real-time, data-driven foresight (Mariani and Borghi, 2022; Brynjolfsson et al., 2023). Entrepreneurs can simulate market reactions, forecast adoption curves, and refine value propositions before physical launch. Gen AI, therefore, transforms validation from a retrospective evaluative process into a proactive predictive capability, aligning with the dynamic capabilities perspective (Teece, 2018).

Proposition 4: Synergic Acceleration Across Venture Stages

The integrated deployment of generative AI across ideation, prototyping, and validation creates a synergistic feedback system that continuously accelerates venture development.

Propositions 1–3 describe distinct acceleration mechanisms; this fourth proposition captures their systemic interplay. When Gen AI tools are embedded holistically across the entrepreneurial pipeline, they create self-reinforcing learning loops. For instance, insights generated during market validation can provide feedback into ideation for iterative improvement, while prototyping data can enhance algorithmic understanding of feasibility. This closed-loop system leads to compounding acceleration, where every entrepreneurial stage informs and strengthens the others.

Proposition 5: Ethical and Responsible Innovation Dynamics

The pace of AI-driven acceleration introduces new ethical tensions, necessitating responsible innovation frameworks that balance speed with accountability.

Gen AI's capacity to automate ideation and content creation raises complex ethical questions regarding authorship, bias, and intellectual property (Floridi and Cowls, 2022). As techno-entrepreneurs deploy AI to accelerate innovation, they must also navigate these moral and legal frontiers. Hence, ethical awareness becomes a governance mechanism within accelerated innovation systems. This proposition highlights that sustainable acceleration requires responsible design, ensuring that the drive for speed does not erode trust, creativity, or fairness within innovation ecosystems.

Collectively, these propositions delineate the theoretical contours of AI-driven techno-entrepreneurial acceleration. They describe how Gen AI acts not as a single disruptive technology but as an integrative cognitive infrastructure that transforms entrepreneurial processes, organizational capabilities, and ecosystem dynamics. The propositions also chart a future research agenda: empirical studies can operationalize each construct, test causal relationships, and explore boundary conditions such as industry type, firm size, and cultural context. Through these propositions, this paper contributes to a foundational theoretical framework for understanding how generative AI redefines venture creation in the digital age.

Discussion and Implications

This paper has proposed that Gen AI operates as a catalyst for techno-entrepreneurial acceleration, reconfiguring how ventures are conceived, built and validated in the digital ecosystems. The AI-Augmented Model (AAM) and its accompanying propositions extend entrepreneurial theory by positioning AI as an active cognitive collaborator instead of merely a tool within venture creation. Now, we will interpret the propositions through three lenses, theoretical, managerial and policy.

Theoretical Implications

The existing literature on techno-entrepreneurship emphasizes digital affordance such as scalability and data driven agility (Nambisan et al., 2019). The model in this study however deepens the understanding of AI affordances – autonomy, generativity and adaptability which may fundamentally accelerates entrepreneurial cognition and experimentation. Cognitive Acceleration, Technical Acceleration and Market Acceleration – together, these theoretical integrations suggest continuous human-machine collaboration which is a shift that challenges human-centric models of innovation.

Managerial Implications

For entrepreneurs, the AI-Augmented Model (AAM) implies a fundamental shift in role orientation from sole creator to orchestrator of hybrid intelligence. Entrepreneurs must learn to prompt, interpret and evaluate AI outputs critically. This will require some AI literacy as a core entrepreneurial competency. Founders who cultivate such knowledge can exploit AI's strengths in ideation, prototyping and validation at speed while preserving human judgement in strategic ethical decisions. In practise, venture accelerators and incubators could integrate AI-collaboration trainings to better prepare founders for an algorithmic augmented creation.

Policy Implications

From a policy perspective, Gen AI can democratize and concentrate forces within innovation ecosystems. Freely accessible models help reduce the barrier for entry while having a proprietary control risks platforms becoming monopolized and could lead to algorithmic dependency. Therefore, policymakers need to balance open innovation with regulatory safeguards. National innovation strategies should emphasize AI-entrepreneurship education that blends computational thinking with creative leadership. Universities and technical institutes can establish interdisciplinary programs that train students to integrate AI tools into venture ideation and design ethically. Regulators and professional bodies should promote responsible innovation frameworks and principles ensuring transparency in AI-generated outputs, explainability of algorithms, and fairness in data use. Startups adopting generative AI should be encouraged to publish AI responsibility statements, clarifying how automated content is generated and validated.

Conclusion and Future Research Direction

This paper has argued that Gen AI represents a transformative force in techno-entrepreneurship, acting as a catalyst for acceleration across the entire venture creation process. Through the AI-Augmented Model (AAM) this study conceptualizes how AI enables ideation, prototyping and validation. Together, these interrelated mechanisms can redefine traditional entrepreneurial model shifting from human-centred iteration to a hybrid (human-machine) co-creation paradigm.

Unlike previous technological shifts, Gen AI introduces a cognitive and creative partner not just a computational one. Entrepreneurs now interact daily with systems capable of ideating, designing and predicting in real time. By synthesizing literature across AI, innovation management, and entrepreneurship studies, this paper provides a conceptual foundation for understanding how Gen AI accelerates venture formation in the digital economy.

From a managerial standpoint, this work suggests that entrepreneurial success in the AI age will increasingly depend on AI literacy and strategic orchestration. Founders must learn to guide generative systems, not merely use them. For policymakers, generative AI's democratizing potential must be balanced with the risks of concentration and inequality. Open-access AI infrastructure, transparent governance, and cross-sector collaboration are vital to ensure that acceleration does not amplify digital divides. Responsible innovation frameworks should encourage transparency, traceability, and ethical accountability in AI-augmented entrepreneurship.

Limitations of the Study

This paper is conceptual in nature and relies exclusively on secondary literature, theoretical synthesis, and logical reasoning. Consequently, it does not offer empirical validation of the proposed

propositions or quantitative assessment of acceleration effects. Furthermore, Gen AI technologies evolve rapidly potentially shifting the mechanisms of acceleration described. Nevertheless, this limitation underscores the value of theory-building establishing a foundation upon which empirical research can be constructed and refined.

Future Research Directions

Several promising research directions can emerge from this conceptual foundation.

- Empirical testing for AI-Augmented Models.
- Comparative studies across several sectors comparing the enablers and constraints shaping AI's entrepreneurial impact.
- Ethics, bias and responsible innovation studying how algorithmic transparency, intellectual property implications and bias in venture ideation.
- Evaluate how entrepreneurship education must evolve to prepare founders for a hybrid intelligence environment.

This paper has outlined the theoretical contours of the techno-entrepreneurial transformation, proposing that acceleration is both a promise and a responsibility. The challenge for scholars and practitioners alike is to harness AI's catalytic potential while ensuring that innovation remains ethical, equitable, and human-centred.

Future inquiry must look beyond how fast AI can accelerate venture creation and consider the ethical ends towards which that acceleration is directed. Only then can techno-entrepreneurship in the digital age achieve its highest potential while creating a balance between intelligent speed and responsible creation.

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