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Sommario/riassunto

The primary audience of the proceedings includes a broad spectrum of proactive readers who actively participate in the exploration of the field of entrepreneurship research. This comprises of scholars, who are professors, researchers, and scholars that are publishing papers and conducting researches regarding to entrepreneurship. Also, the proceedings aim at the BL/G guests – undergraduate and postgraduate students – keen on the discovery of the recent trends, novelties, and knowledge concerning the topic of entrepreneurship. Thus, for the undergraduate students, the proceedings are useful to obtain the basic information concerning the given subject areas and understand the key principles at play, while the postgraduate students can share the fresh information and methodologies introduced in the articles that can be helpful for their own research. Furthermore, the proceedings are directed towards people with specific interests in entrepreneurship research, be they practitioners, consultants, policymakers, or entrepreneurs. Such people may practice business, finance, technology, or social entrepreneurship and want to be aware of the tendencies in the entrepreneurial field. The audience inclusion policy guarantees that irrespective of the level of the user: a beginner, an undergraduate, a masters or a doctoral candidate, or a professional, the information applicable and beneficial, in solace to one's level of study or work. In appealing to such a wide range of people, the proceedings seek to create a prosperous and diverse population of entrepreneurial scholars and entrepreneurs and to advance the generation and dissemination of knowledge in the subject area.
