

ENTREPRENEURIAL UTILIZATION OF SOCIAL MEDIA TO BUILD SOCIAL IDENTITY AND SOCIAL CAPITAL

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ABSTRACT

This work was developed as part of a student engagement project in an online/distance learning class where groups analyzed web usage. Social capital and identity theories are employed as a platform to understand how individuals leverage social media to develop entrepreneurial pursuits. Social media has seemingly leveled the competitive playing field for many entrepreneurs. Small and new startup organizations lacking the resources of large, well established organizations are, in practice, exploiting social media tools to build and enhance social identity and capital among various stakeholders, and in turn their success in entrepreneurial paths.