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Reconceptualizing Entrepreneurship in the Digital Era: Examining How Social Media Creators Utilize Innovation, Inclusivity, and Personal Branding to Establish Sustainable Enterprises in a Disrupted Global Economy

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Abstract-- The digital revolution has changed a lot about how business owners conduct their businesses. This has caused new business models to emerge that are built on social media creators and influencers. Digital artists use sites like YouTube, Instagram, Facebook, and TikTok to develop businesses that will last by being creative, building a brand, and being involved in the community. This is not how other business owners accomplished it, who needed physical infrastructure, business contacts, or aid from organizations. The creative economy has expanded a lot in the last few years.

By 2024, sales will be more than $250 billion over the world, and by 2027, they will be $480 billion. India has more than 80 million innovators. The most powerful ones have started firms that make more money and reach more people than conventional start-ups.

This study examines the impact of social media creators on the perception of entrepreneurship. The research illustrates how innovators leverage innovation, inclusion, and personal branding to establish enterprises that endure periods of global crisis.

For instance, MrBeast (USA) went from making videos to running his own business full-time. He made $82 million from numerous businesses in 2023, like Feastables and MrBeast Burger. Ajey Nagar (CarryMinati) and other Indian creators earn above 25 crore rupees annually. They promote products, sell them, play games, and make ads. These programs show that digital entrepreneurship is creating new jobs outside of traditional workplace norms.
The study also compares traditional workplaces to social media-based businesses. Regular employment provides security, growth, and social benefits. However, it may limit your independence and personal progress. However, if you become an artist and start your own business, you can earn a lot of money, reach a global audience, and generate new ideas. Its cons include fatigue, fluctuating income, and algorithm dependence. This essay uses examples from Indian and other creators to show how the creative economy spurs new ideas, challenges old methods, and affects how corporations define success.

The findings suggest that innovators impact culture and economy. They innovate marketing, promote diversity, and influence consumer behavior. Platform monopolies, many ways for creators to make money, and lack of money knowledge are issues. The study suggests government reforms, money for the needy, and more education to boost creator-driven business.

The digital revolution has made artists company builders who can impact the global economy. Our research illuminates entrepreneurship's future. Current business undertakings don't need money or organizations, says the research. They thrive on innovation, influence, and flexibility. This study examined super entrepreneurship using "Coredaovip" smart contracts. This unique digital technology helps personal branding businesses succeed in a disrupted global market.

***Keywords*-- Entrepreneurship, Social Media Creators, Influencer Economy, Digital Innovation, Personal Branding, Sustainable Enterprises, Global Creator Economy, Indian Digital Creators, Traditional Jobs vs Creator Ventures, Economic Volatility, Super Entrepreneurship.**

I. INTRODUCTION

Entrepreneurship has always been about identifying opportunities, innovating, and building sustainable ventures. However, the digital era has fundamentally transformed how entrepreneurship is conceived and practiced. Unlike traditional businesses that rely on capital, infrastructure, and institutional networks, digital entrepreneurship thrives on social media platforms, personal branding, and community engagement. This phenomenon is popularly known as the **creator economy**, where individuals leverage platforms such as YouTube, TikTok, Instagram, and Patreon to create, distribute, and monetize content.

Globally, the creator economy is not just a cultural trend but a powerful economic force projected to exceed **$480 billion by 2027**. More than 80 million digital producers work in this field in India alone, and some are more profitable and influential than traditional start-ups. This change blurs the lines between work, creativity, and entrepreneurship, creating both new chances and new problems. This article investigates the redefinition of entrepreneurship within the creative economy, analyzes its influencing variables, and presents a model that amalgamates platform support, creator tactics, and societal frameworks to guarantee long-term viability.

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1.1 Background

The origins of digital entrepreneurship can be traced to the rapid growth of **Web 2.0 technologies** and the democratization of content creation. Platforms like YouTube (2005), Instagram (2010), and TikTok (2016) provided global audiences at low entry costs. Earlier research primarily analyzed social media as a **marketing tool** for corporations. However, over the last decade, individuals have become economic actors in their own right, leveraging platforms to establish personal enterprises.

The success stories are illustrative:

- *MrBeast (USA)* generated $82 million in 2023 from ventures like Feastables and MrBeast Burger, proving creators can diversify into mainstream businesses.
- *CarryMinati (India)* earns more than ₹25 crore annually through gaming, brand endorsements, and merchandise.
- *Charli D'Amelio (USA)* transformed short-form videos into a multi-million-dollar empire with fashion and lifestyle ventures.

These examples reflect how the creator economy bypasses traditional entry barriers, enabling creators to reach audiences and monetize directly without needing physical infrastructure or institutional backing. Yet, challenges such as algorithm dependency, burnout, and regulatory uncertainty highlight the need for a more structured understanding of creator-led entrepreneurship.

1.2 Objectives

This study sets out to achieve the following objectives:

1. Examine the role of social media platforms in enabling individuals to become entrepreneurs.
2. Analyze the transition from traditional employment models to creator-led enterprises.
3. Identify key drivers of success in creator businesses, including innovation, inclusivity, and personal branding.
4. Evaluate the comparative advantages and risks of traditional versus creator-driven careers.

1.3 Aim

This essay seeks to redefine entrepreneurship in the digital age by studying how innovators turn their ideas into long-term businesses. These strategies use invention, branding, and internet platforms. The project also seeks to help legislators, companies, and artists address sustainability, revenue instability, and regulatory ambiguity.

1.4 Challenges

Despite rapid growth, the creator economy faces several structural and individual-level challenges:

1. Platform Dependency: Algorithms and commercialization effect creator profits.
2. Creator pay depends on views, sponsorships, and trends, unlike fixed-salary professions.
3. Burnout and Mental Health: Content, relevancy, and audience engagement generate stress.
4. Regulatory gaps in taxation, IP rights, and creator welfare leave people vulnerable.
5. Platforms lose cash and visibility with millions of new creators.

1.5 Motivation

Aspect	Details
Motivation	Understanding how creators are reshaping the global economy and work culture.
Contrast with Traditional Jobs	Traditional jobs emphasize stability but limit flexibility, while creator careers highlight creativity, authenticity, and digital literacy.
Impact of Creator Careers	Drive economic independence, inspire younger generations to pursue non-traditional paths, foster inclusivity, and democratize opportunity.
Policy & Industry Need	Policymakers and industries require guidance to harness this economy's potential while protecting participants from systemic risks.
Research Aim	Explore creator-led entrepreneurship through the lens of empowerment and protection.

1.6 Influencing Factors

Several factors drive the rise and growth of the creator economy:

- *Tech advances:* Cheap phones, fast internet, AI analytics, and digital monetization.
- Videos can reach millions worldwide via social media.
- *Cultural shifts:* Younger consumers value authenticity, relatability, and variety in creators above enterprises.
- *Economics:* Corporate job discontent and rising unemployment boost digital entrepreneurship.
- Instagram Shops, TikTok Creator Fund, and YouTube Partner Programme institutionalise commercialisation.

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II. Literature Review

Over the past 20 years, entrepreneurship scholarship has evolved. Sustainable, digital, and inventive value creation are increasingly priorities. Moore and Manring (2009) stressed the potential of SMEs to develop sustainability plans, whereas Bocken (2015) stressed the need of sustainable venture capital in start-up success. This foundation allowed Rizos et al. (2016) to examine SMEs' circular economy adoption barriers and enablers. Alongside sustainability, experts have examined the growing importance of identity, branding, and reputation in entrepreneurship. Vallas and Cummins (2015) studied personal branding under instability, while Alonso-Gonzalez et al. (2018) suggested it as a creativity-promoting knowledge management tool. Rana and Sharma (2021) have noted that employer branding is crucial for attracting and retaining top talent in fast-changing economies. Balaban and Szambolics (2022) explored social media influencer authenticity, linking branding, identity, and entrepreneurial performance. After COVID-19, entrepreneurship's digital transformation is a hot topic. Hamburg et al. (2019) stressed AI literacy in digital entrepreneurship, while Zhao et al. (2022) examined digital entrepreneurial social networks. Zhai et al. (2023) described worldwide digital entrepreneurship research trends, whereas Hokmabadi et al. (2024) examined business resilience through digital transformation. Fernández and Rodriguez (2023) and Gupta (2025) explored how digital technologies and decentralized ecosystems affect value chains and start companies. Crisis situations have been highlighted in recent literature. Newman et al. (2022) stressed small businesses' resilience during crises, while Su et al. (2022) evaluated the pandemic's impact on corporate sustainability. After COVID-19, Irene et al. (2023) explored women's entrepreneurship as a catalyst for inclusive growth in the Global South, linking it to social development goals. Shahid et al. (2023) and Scartozzi et al. (2025) examined entrepreneurship as a social and environmental solution, confirming its importance in sustainable development. Finally, embracing diversity, using data to make decisions, and social media's impact are emerging study directions. Grimaldi et al. (2025) defined data-driven entrepreneurship, while Hajli et al. (2025) defined the sharing economy as an innovation facilitator. Rahimi Clever and Akbari Arbatan (2024), Singh et al. (2025), and D'Oria et al. (2025) showed that social media influencers are growing in entrepreneurial ecosystems. The literature shows that digitization, identity, inclusion, and resilience are changing sustainability-focused entrepreneurship. This theme highlights the dynamic relationship between technology, society, and entrepreneurship in 21st-century issues.

III. Problem Statement

The long-term health of the creative business model known as the creator economy may be jeopardized by issues that are present in the creator economy. This condition can result in a number of problems, including overreliance on platforms, a lack of institutional support, and revenue volatility, to name just a few. Legal and financial structures are part of traditional firms' operations. These frameworks are not present in organizations that are led by creators. This is a significant difference between businesses that are run in the traditional manner and enterprises that are run by content creators. Businesses that are managed by their founders are more likely to remain in operation through periods of uncertainty. The most difficult task is finding the right balance between independence and creativity on the one hand and instability and precarity on the other. Content creators may have a difficult time maintaining their business over an extended period of time if they do not have the proper foundations in place.

IV. Proposed Model

This study proposes a Creator Entrepreneurship Framework (CEF), structured around three interconnected dimensions:

4.1 Platform Support

- Transparent algorithms and fair monetization policies.
- Access to monetization features (ads, sponsorships, shops, memberships).
- Policies promoting creator welfare and financial literacy.

4.2 Creator Strategies

- Diversification of revenue streams (ads, brand deals, merchandise, crowdfunding).
- Strong personal branding to sustain audience trust.
- Innovation in content and adoption of new technologies (AI tools, AR/VR).

4.3 Societal Integration

- Policy frameworks addressing taxation, intellectual property, and digital rights.
- Social recognition of creator careers as legitimate employment.
- Government and institutional support for training, funding, and well-being.

This model envisions a **hybrid ecosystem** where creators gain independence while also benefiting from structural support similar to traditional businesses.

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V. Results And Findings

The creative economy's capacity for revolutionary change is verified by the conclusions of this study, which are based on comparative analysis and secondary evidence. A number of thematic insights are brought upto light, includes the following:

5.1 Economic Growth of the Creator Economy

The creator economy has shown exponential growth in recent years. Acc. to industry projections, global market size is expected to expand from $200 billion in 2022 to $250 billion by 2024, and further it is going to $480 billion by 2027. This growth trajectory highlights that the sector's scalability and its increasing role in the global economy.

Table 1:
Global Creator Economy Market Growth
(in USD Billions)

Year	Market Size	Growth (%)
2022	200	–
2024	250	25%
2027	480	92%

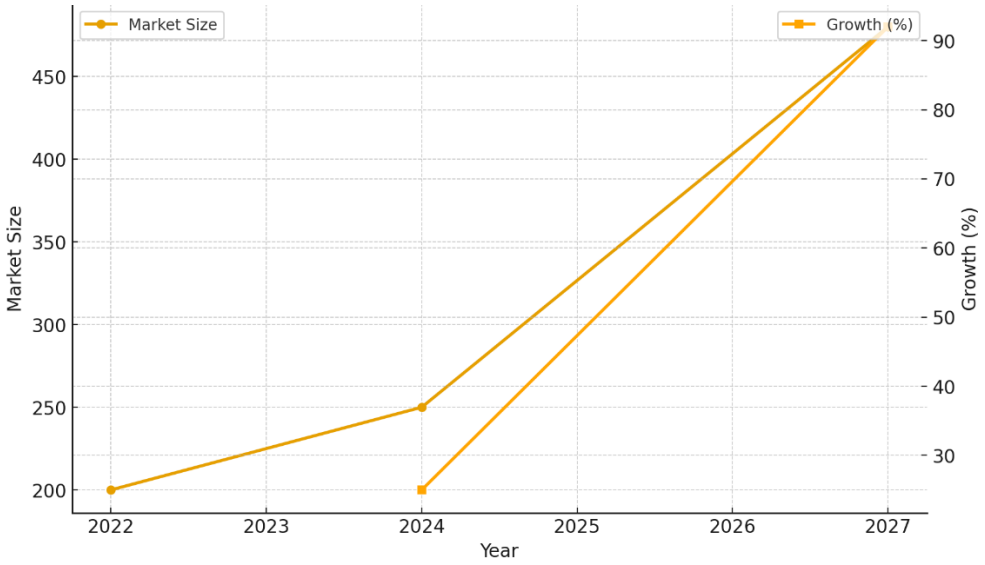

Figure 1: Global Creator Economy Market Growth

This surge demonstrates that digital entrepreneurship is becoming one of the fastest-growing industries, rivaling traditional technology and service sectors.

5.2 Comparative Analysis: Traditional Employment vs Creator Economy

The study highlights a significant difference between traditional work and jobs that are driven by creators.

Creator occupations place the utmost importance on direct audience involvement, scalability, and independence, whereas employment provides predictability, social security, and structured growth opportunities. Nevertheless, these advantages are accompanied with dangers, including the possibility of an unstable income and the absence of protections from institutions.

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Table 2:
Comparison of Traditional Employment vs Creator Economy Careers

Aspect	Traditional Employment	Creator Economy Careers
Income	Fixed, predictable	Variable, platform-dependent
Flexibility	Limited	High, self-directed
Security	High (benefits, retirement)	Low (few protections)
Growth Drivers	Organizational hierarchy	Personal branding, community
Entry Barriers	Education, skills, capital	Low (internet & creativity)

This comparison reinforces the idea that the creator economy is both democratizing and destabilizing — lowering barriers to entry while also exposing participants to volatility.

5.3 Regional Distribution of Creators

A closer look at regional data reveals India as a global hub for digital creators, with over 80 million creators, far surpassing North America (30M) and Europe (20M).

This suggests that emerging economies with young, digitally active populations are driving the sector's expansion.

Regional Distribution of Creators (in Millions)

- India – 80M
- Rest of Asia – 50M
- North America – 30M
- Europe – 20M
- Others – 20M

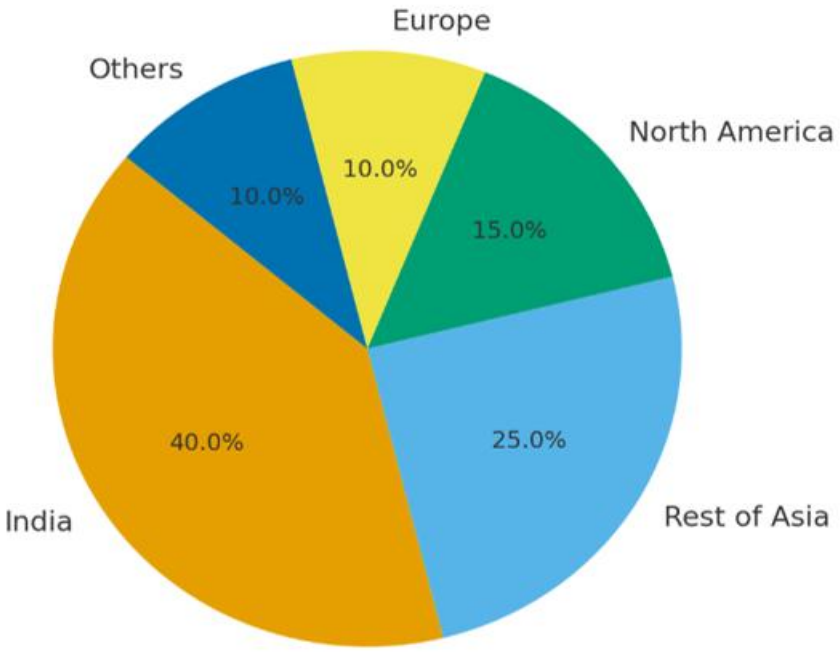

Figure 2: Regional Distribution of Creators (in Millions)

This finding also underlines the **shift of economic influence toward developing regions**, where social media is not only a tool for entertainment but also for livelihood generation.

5.4 Challenges Facing the Creator Economy

Despite its opportunities, creators face persistent challenges that hinder sustainability.

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Table 3:
Key Challenges in the Creator Economy

Challenge	Description
Platform Dependency	Earnings fluctuate due to algorithm changes and monetization policies.
Income Volatility	Revenue streams lack stability and predictability.
Burnout & Mental Health	Continuous content creation leads to stress and fatigue.
Regulatory Gaps	Weak IP protection, unclear taxation, no welfare schemes.
Market Saturation	High competition reduces visibility and earning opportunities.
Cultural Biases	Creator careers are often not socially recognized as legitimate.

This highlights the urgent need for policy support, welfare schemes, and sustainable platform practices.

5.5 Influencing Factors Driving Growth

The increase in the number of creator entrepreneurs is not the result of chance; rather, it is the consequence of a variety of structural reasons.

Table 4:
Influencing Factors in the Creator Economy

Factor	Impact
Technological Advancements	AI tools, affordable smartphones, analytics boost creativity.
Global Connectivity	Social media enables global reach and monetization.
Cultural Shifts	Youth value authenticity, inclusivity, and relatability.
Economic Pressures	Unemployment and job dissatisfaction push individuals toward creating.
Platform Ecosystems	Features like YPP, TikTok Fund, IG Shops support monetization.
Community Engagement	Active audiences ensure loyalty and trust.

These factors collectively explain why the creator economy is expanding rapidly across diverse geographies.

5.6 Financial Comparison: Employees vs Creators

The potential rewards and hazards that are associated with creator entrepreneurship are revealed through a comparison based on revenue.

Table 5:
Comparative Financial Ranges (Illustrative)

Category	Average Annual Income (USD)	Stability
Entry-level Employee	8,000 – 15,000	High – fixed salary
Mid-level Employee	20,000 – 40,000	High – fixed salary
Senior Corporate Executive	60,000 – 120,000	High – fixed salary
Small Creator (<100k followers)	5,000 – 20,000	Low – dependent on growth
Mid-tier Creator (100k–1M)	50,000 – 200,000	Medium – platform and brand dependent
Top Creator (>1M)	500,000 – 5,000,000+	Low – volatile but high earning potential

This reveals that while top creators may surpass even senior executives in income, the majority face precarious earning patterns.

5.7 Policy Recommendations for Sustainability

To address the above challenges, policy reforms are critical.

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Table 6:
Policy Recommendations for Creator Economy

Policy Area	Recommendation	Expected Impact
Taxation Framework	Clear taxation for creator income, including international earnings.	Reduces evasion, ensures compliance.
Intellectual Property Rights	Stronger IP protections against piracy.	Encourages innovation, secures content.
Social Security & Welfare	Introduce health insurance, pensions, benefits for creators.	Improves well-being, reduces precarity.
Education & Training	Programs in digital skills, entrepreneurship, and mental health.	Enhances sustainability of careers.
Platform Regulation	Transparency in algorithms and fair monetization policies.	Reduces creator dependency risks.
Financial Literacy Programs	Training in financial planning, investments, and revenue diversification.	Improves financial stability of creators.

These policy interventions would ensure a more equitable and sustainable ecosystem for creators globally.

5.8 Real life Case study of Super Entrepreneurship ecosystem for reconceptualization

The model is built on three hierarchical levels of holding (Bottom, Middle, and Top). Each level represents not only the stakeholding percentage of CoreDaoVIP tokens but also the responsibility, entrepreneurial opportunities, and influence that the holder contributes to the ecosystem.

5.8.1. Bottom Level (0 to 0.1% Holding)

- Role: Entry-level participation in the ecosystem.
- Nature: Grassroots entrepreneurship with basic engagement and ecosystem support.
- Functions:
  - International Journal → Contribution to knowledge dissemination.
  - Computer/Book Shop → Bridging the gap between tech knowledge and implementation.
  - Educational Institutes → Linking academia with blockchain adoption.
  - Blockchain Industry → Early contributors to blockchain-driven ventures.
  - AI Industries → Experimentation with AI-based integration.
  - Smart Contract Ventures → Startups exploring decentralized apps.
  - NGOs → Social entrepreneurship tied with blockchain.
  - Cloud Service Providers → Offering decentralized storage/hosting support.
  - Digital Marketing & Branding → Promotion of CoreDaoVIP-based projects.
  - PhD Helpdesk → Academic and research-driven collaboration.
  - Hotels → Experimenting with real-world adoption of CoreDaoVIP in hospitality.

Essence: Bottom-level holders bring diversity, create awareness, and test real-world use cases of CoreDaoVIP.

5.8.2. Middle Level (0.1% to 0.5% Holding)

- Role: Bridge between innovation and governance.
- Nature: Holders act as moderators, stabilizers, and facilitators of knowledge, technology, and liquidity.
- Functions:
  - Liquidity Pooling → Ensures token stability and usability.
  - Price Stability → Helps in market corrections and confidence-building.
  - Assist Supervisor & Ventures → Support management teams and business expansions.
  - Representation → Act as ambassadors in external platforms.
  - Training & Moderation → Capacity-building for newcomers and ecosystem stability.
  - Content Creation & Technical Support → Promote CoreDaoVIP with education, blogs, tutorials, and forums.
  - App Development → Create tools and platforms for decentralized solutions.
  - Research Work & Consultancy → Enhance credibility by contributing to academic and professional expertise.
  - Certification & Recognition → Establish CoreDaoVIP as a standardized ecosystem with structured recognition.

Essence: Middle-level holders strengthen the ecosystem's technical, educational, and governance foundation while stabilizing market confidence.

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5.8.3. Top Level (0.5% + Holding)

- Role: Leadership, Governance, and Expansion.
- Nature: Holders become decision-makers, liquidity providers, community leaders, and strategists.
- Functions:
  - Liquidity Provider → Ensures healthy liquidity for stability and growth.
  - Administration & Circulation → Handle governance, treasury management, and token distribution.
  - Web Hosting & Infrastructure → Provide backbone for decentralized services.
  - Rewarding Mechanisms → Incentivize ecosystem contributors.
  - Community Building → Strengthen collective identity and user engagement.
  - Branding & Strategic Partnerships → Build global recognition for CoreDaoVIP.
  - Motivator → Inspire lower and middle-tier participants.
  - Leadership in Research, Consultancy, and Training → Set the vision and ensure continuous growth.

Essence: Top-level holders act as visionaries and ecosystem architects, ensuring scalability, trust, and sustainability of CoreDaoVIP.

Holistic View of the Model

- Bottom level = Innovation sandbox & adoption drivers.
- Middle level = Governance bridge & stabilizers.
- Top level = Leaders & global brand builders.

This structure ensures equitable participation based on holding, while still rewarding higher commitments with greater influence. It blends academic, industrial, technological, and financial roles into a single Super Entrepreneurship ecosystem.

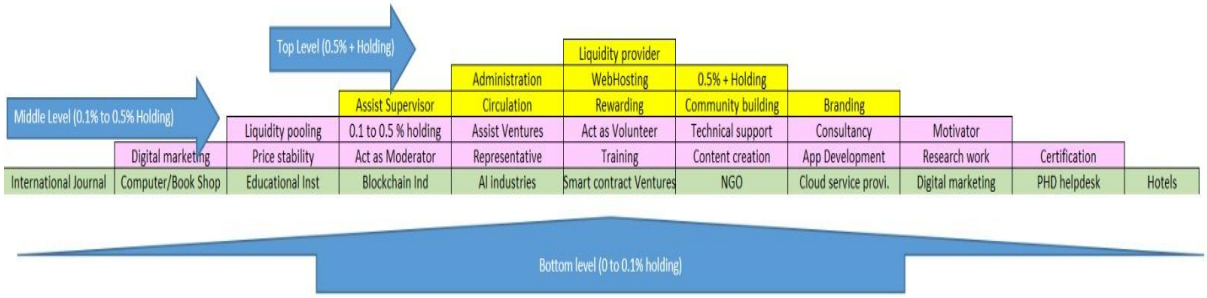

Figure 3: Super Entrepreneurship Model

VI. Super Entrepreneurship Model Supports Personal Branding For Sustainable Enterprises

6.1. Disrupted Global Economy Context

The modern global economy is shaped by:

- **Frequent disruptions** → financial crises, pandemics, wars, supply-chain breakdowns.
- **Rapid technological shifts** → AI, blockchain, cloud, 5G.
- **Changing trust systems** → consumers demand transparency, authenticity, and ethical business practices.

In such a climate, **personal branding** becomes a survival tool: entrepreneurs must stand out, gain trust, and link themselves with reliability and innovation.

6.2. Role of CoreDaoVIP Super Entrepreneurship Model

The hierarchical structure (bottom–middle–top level) ensures that every participant, based on their holding, can contribute to ecosystem credibility while simultaneously building their own personal brand**.**

A. Bottom Level (0–0.1% Holding): Grassroots Branding

- **Action**: Early-stage adopters experiment with blockchain in fields like education, AI, NGOs, cloud services, and hospitality.
- **Branding Effect**: They position themselves as **innovators and first-movers**, showcasing adaptability and creativity in uncertain times.
- **Sustainability Angle**: Their small but diverse ventures act as **testbeds**, creating micro-level resilience in a disrupted economy.

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B. Middle Level (0.1–0.5% Holding): Knowledge & Trust Builders

- **Action**: Take leadership in **training, certification, research, technical support, app development, and consultancy.**
- **Branding Effect**: They become **subject-matter experts (SMEs)**, trusted advisors, and visible thought leaders in blockchain-driven entrepreneurship.
- **Sustainability Angle**: They **stabilize the ecosystem** through liquidity pooling and price stability, ensuring enterprises survive global shocks.

C. Top Level (0.5%+ Holding): Global Personal Branding

- **Action**: Lead in **administration, circulation, liquidity provision, rewarding, branding, and community building.**
- **Branding Effect**: These holders embody **authority, vision, and leadership**, becoming role models. Their personal identity merges with the CoreDaoVIP brand, amplifying recognition.
- **Sustainability Angle**: They ensure **continuity of governance, financial stability, and community engagement**—key pillars for surviving disruptions.

6.3. Mechanism of Personal Branding through CoreDaoVIP

The model directly nurtures **personal branding** by:

1. **Visibility & Recognition** → Each level offers clear entrepreneurial roles tied to responsibility, making contributions visible.
2. **Trust-Building** → Personal brand aligns with **CoreDaoVIP stability, security, and transparency**, creating credibility in disrupted markets.
3. **Diversification of Impact** → From education to AI to hospitality, entrepreneurs can showcase **multi-domain influence.**
4. **Community Validation** → Personal achievements are reinforced through community rewards, circulation, and recognition.
5. **Resilience Identity** → Entrepreneurs brand themselves as leaders capable of **surviving and thriving in disruption**, aligning with global calls for sustainability.

6.4. Establishing Sustainable Enterprises

- **Integration of Technology + Human Branding**: By combining blockchain transparency with personal branding authenticity, enterprises gain **trust-based sustainability**.
- **Cross-Sectoral Expansion**: The model connects tech (AI, blockchain), service (consultancy, cloud), and social (NGO, education) enterprises → ensuring resilience.
- **Ecosystem Support**: Liquidity pooling, training, consultancy, and branding create **shared sustainability** instead of isolated survival.
- **Long-Term Branding Value**: Personal brands developed within this model remain **respected beyond CoreDaoVIP**, enabling entrepreneurs to establish **globally sustainable businesses.**

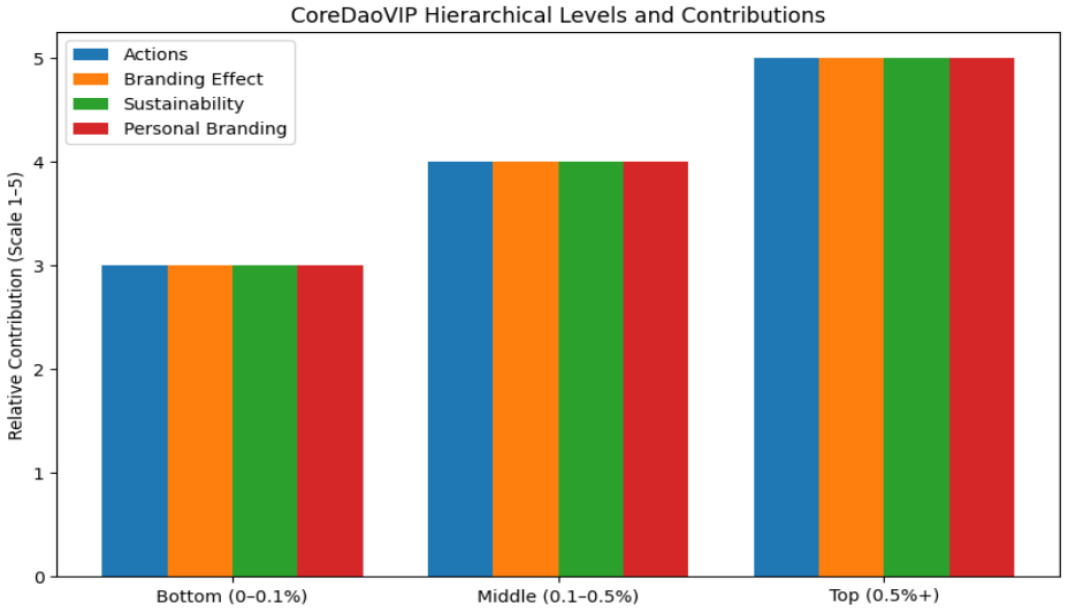

Figure 4: CoreDaoVip Hierarchical level and consideration

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VII. Data Analysis Of Key Contributions

The reviewed body of literature spans over fifteen years (2009–2025) and reflects a rich evolution of research on sustainability, entrepreneurship, digital transformation, and inclusive innovation. To synthesize these diverse contributions, a structured data analysis was undertaken. This analysis highlights not only the thematic concentration of studies but also the methodological orientations and chronological progression of scholarly attention.

The first level of analysis categorizes the references into major themes such as sustainability in SMEs, personal branding, social media influence, inclusivity in entrepreneurship, digital technologies, financial innovations, and education. This thematic distribution reveals the breadth of scholarly inquiry and clarifies how different aspects of entrepreneurial ecosystems have been prioritized across time.

Table 7
Theme-wise Categorization of Studies

Theme	Representative References	Key Contributions	Ref. Count
Sustainability & SMEs	Moore & Manring (2009); Rizos et al. (2016); Bocken (2015); Velter et al. (2022); Scartozzi et al. (2025)	Strategies for SMEs, circular economy adoption, sustainable VC, social/environmental impact.	5
Personal Branding & Authenticity	Vallas & Cummins (2015); Alonso-Gonzalez et al. (2018); Balaban & Szambolics (2022); Gupta (2024)	Role of personal branding in identity formation, innovation, authenticity, and dignified branding.	4
Social Media & Influencers	Zhao et al. (2022); Perangin-Angin & Firoz (2024); Rahimi Clever & Akbari (2024); Boateng et al. (2025); Oguntoye (2025)	Social media creator networks, influencer authenticity, women influencers, and business strategies for nano/micro-entrepreneurs.	5
Inclusivity & Women's Entrepreneurship	Irene et al. (2023); De Smet et al. (2023); Singh et al. (2025); Schmitt (2025)	Women-led entrepreneurship, feminist intersectionality, inclusivity in digital entrepreneurship.	4
Digital Tech, AI & Platforms	Hamburg et al. (2019); Zhai et al. (2023); Uriarte et al. (2025); Hajli et al. (2025); Grimaldi et al. (2025)	AI literacy, bibliometric mapping of digital entrepreneurship, digital ecosystems, data-driven entrepreneurship.	5
Finance & New Business Models	Bocken (2015); Singla (2024); Crnogaj & Rus (2023)	Sustainable VC, DeFi/COREDAOVIP tokenomics, start-to-scale innovation ecosystems.	3
Education, Skills & Entrepreneurial Learning	González-Pérez & Ramírez-Montoya (2022); Poutanen & Kovalainen (2023); Dr. Meenu (2025); Islamiati et al. (2025)	Education 4.0, digital skills, entrepreneurial curricula (CoredaoVip), content creator as profession.	4

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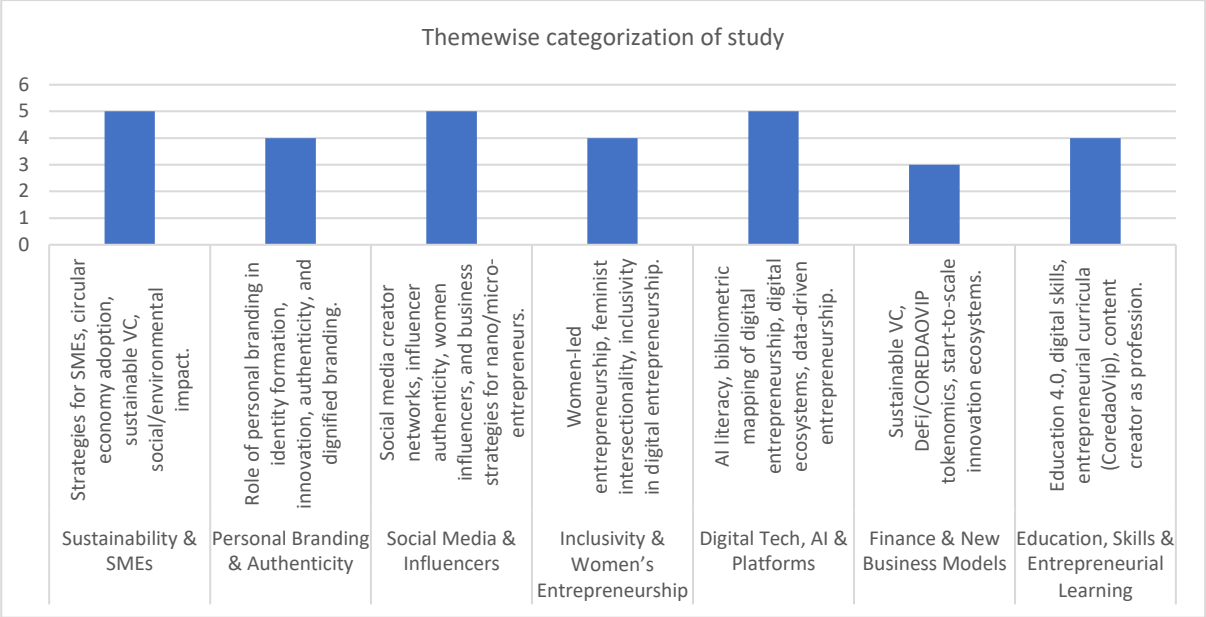

Figure 5: Theme wise categorization of study

The second layer of analysis focuses on methodological approaches, distinguishing between conceptual frameworks, systematic reviews, bibliometric studies, empirical investigations, case-based applications, and conference-driven exploratory works.

This methodological lens provides insight into the depth and rigor with which the field has been explored, underscoring areas where empirical validation remains underdeveloped.

Table 8
Methodological Approaches

Method	References	Applications in Research	Ref. Count
Conceptual / Theoretical	Moore & Manring (2009); Fernández & Rodriguez (2023); Schmitt (2025)	Sustainability strategy frameworks, digital value chain paradox, inclusive entrepreneurial landscape.	3
Systematic / Hybrid Literature Review	Bocken (2015); Su et al. (2022); Hokmabadi et al. (2024); Uriarte et al. (2025)	Sustainable VC, COVID & sustainability, SME resilience, AI & entrepreneurship.	4
Bibliometric / Mapping	Zhai et al. (2023); Boateng et al. (2025)	Global trends in digital entrepreneurship, influencer/social media/entrepreneurship research.	2
Empirical / Exploratory Studies	Zhao et al. (2022); Liu et al. (2022); Singh et al. (2025); D'Oria et al. (2025)	Entrepreneurial social networks, social identity & leadership, women entrepreneurs in India, influencer mentoring.	4
Case Study / Applied	Dr. Meenu (2025); Oguntoye (2025)	CoredaoVip curriculum case; nano/micro entrepreneurs' strategies.	2
Conference / Abstract Studies	Irene et al. (2023); De Smet et al. (2023); Islamiati et al. (2025)	Women entrepreneurship (Global South), feminist entrepreneurship, students' view on content creators.	3

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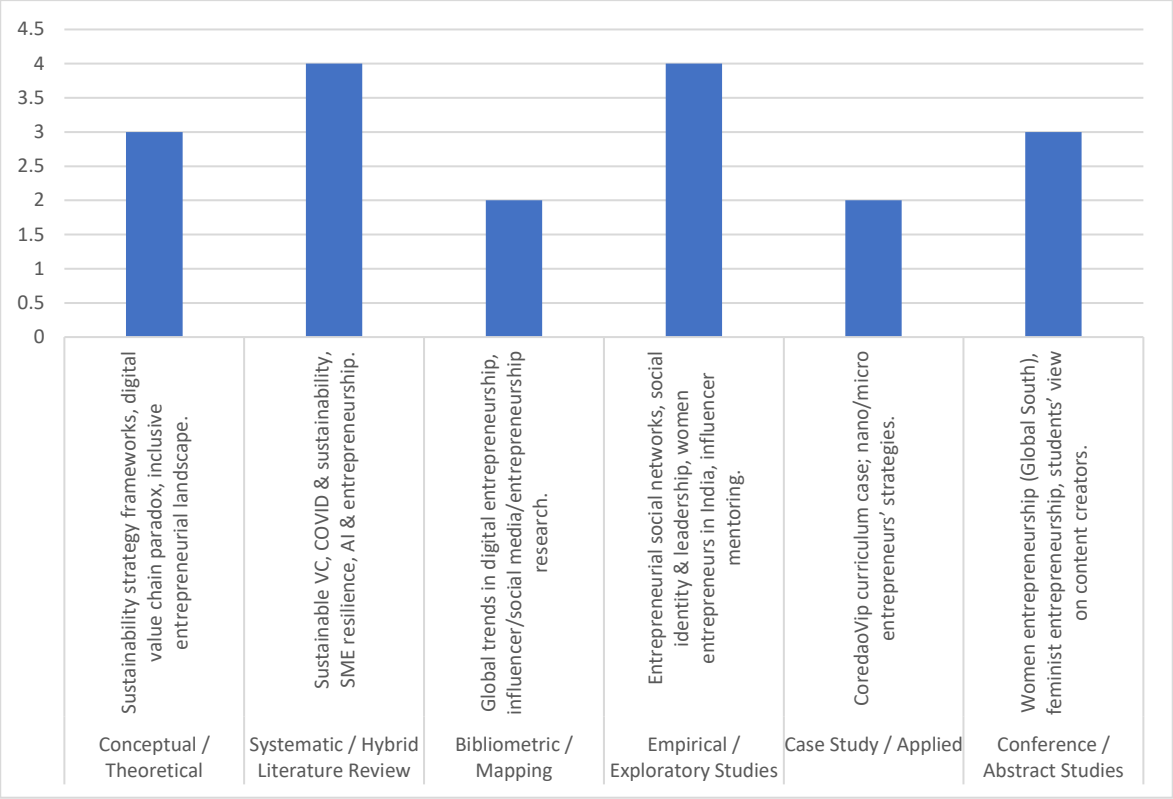

Figure 6: Methodological Approaches

Finally, the chronological analysis traces the evolution of research focus, from foundational sustainability (Moore, 2009) studies in the late 2000s, through transitional phases emphasizing circular economy and branding strategies, to the COVID-19 era that accelerated digital adoption, and culminating in the current reconceptualization era (2025) marked by AI-driven entrepreneurship, inclusivity, and the creator economy.

Together, these tables present a consolidated view of the literature, offering clarity on what has been studied, how it has been approached, and how research priorities have shifted over time. This structured synthesis not only maps the intellectual landscape but also provides a springboard for identifying gaps, guiding future research, and framing innovative contributions in the field.

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Table 9
Chronological Evolution of Research Focus (2009–2025)

Period	Key Focus Areas	Representative Studies	Ref. Count
2009–2015 (Foundations)	Sustainability, SMEs, sustainable venture capital, personal branding identity.	Moore & Manring (2009); Bocken (2015); Vallas & Cummins (2015)	3
2016–2019 (Transition)	Circular economy in SMEs, branding for innovation, AI literacy in entrepreneurship.	Rizos et al. (2016); Alonso-Gonzalez et al. (2018); Hamburg et al. (2019)	3
2020–2022 (COVID & Digital Acceleration)	Crisis entrepreneurship, digital networks, influencer authenticity, regulation for innovation, Ed4.0.	Newman et al. (2022); Zhao et al. (2022); Balaban & Szambolics (2022); de Beer et al. (2022)	4
2023–2024 (Expansion & Inclusivity)	Women entrepreneurship, frugal innovation, DeFi/COREDAOVIP, branding integrity, digital business resilience.	Irene et al. (2023); Shahid et al. (2023); Singla (2024); Gupta (2024); Hokmabadi et al. (2024)	5
2025 (Reconceptualization Era)	AI-driven entrepreneurship, inclusivity, creator economy, para-social mentoring, rural innovation, wellbeing.	Uriarte et al. (2025); Schmitt (2025); Boateng et al. (2025); D'Oria et al. (2025); Lokuge et al. (2025), Gupta (2025)	6

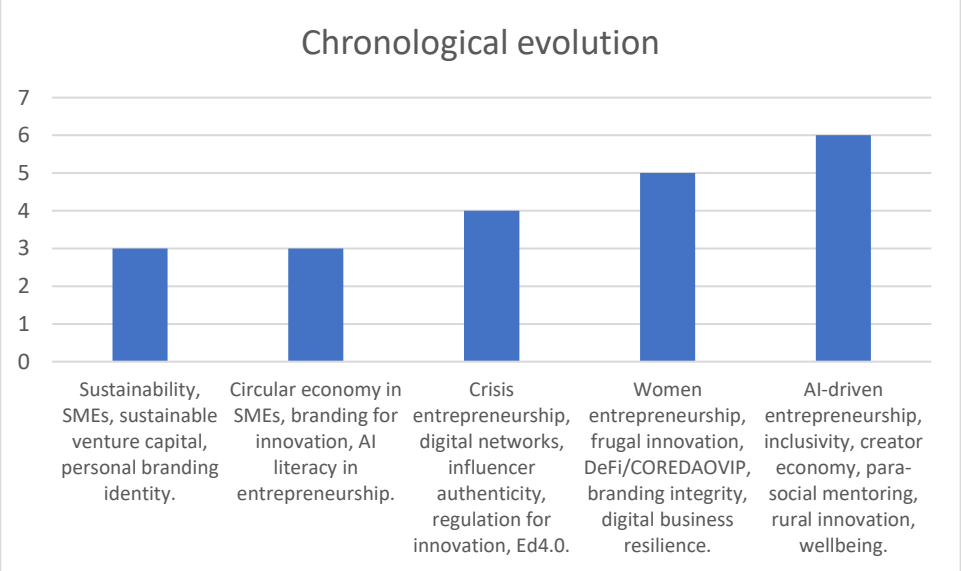

Figure 6 : Chronological evolution

VIII. Conclusion

Survival in a changing global market requires trust, adaptation, and visibility. The CoreDaoVIP Super Entrepreneurship Model fosters personal branding by:
• Recognizing all stakeholders.

Linking individual credibility to environmental stability.

Allowing business owners to turn disruptions into opportunities can help them build resilient businesses.

CoreDaoVIP regards personal branding as more than just self-promotion. It believes it helps build long-term businesses in uncertain times.

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