

Accepted Manuscript

Title: Remarkable advocates: An investigation of geographic distance and social capital for crowdfunding

Author: Lele Kang Assistant Professor
id="aut0010" biographyid="vt0010"
orcid="0000-0002-1876-715X"> Qiqi Jiang Assistant
Professor Chuan-Hoo Tan Associate Professor



PII: S0378-7206(16)30106-9
DOI: <http://dx.doi.org/doi:10.1016/j.im.2016.09.001>
Reference: INFMAN 2935

To appear in: *INFMAN*

Received date: 15-7-2015
Revised date: 15-1-2016
Accepted date: 2-9-2016

Please cite this article as: Lele Kang, Qiqi Jiang, Chuan-Hoo Tan, Remarkable advocates: An investigation of geographic distance and social capital for crowdfunding, Information and Management <http://dx.doi.org/10.1016/j.im.2016.09.001>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Remarkable Advocates: An Investigation of Geographic Distance and Social Capital for Crowdfunding

Corresponding Author:

Lele Kang

Nanjing University

E-mail: lelekang@nju.edu.cn

Tel.: +86-14-715482617

Highlights

This paper answers what kinds of advocates (in terms of geographical distance and social capital) are advantageous to crowdfunding projects. Here we list out five key contributions:

- This study investigates crowdfunding projects using their advocates.
- Crowdfunding projects could benefit from leveraging remotely located advocates.
- Social capital accumulated from advocates' social networking site (SNS) is conducive to the success of the project.
- Findings support interaction effect between geographic distance and social capital.
- Several practical suggestions for crowdfunding entrepreneurs are provided.

Download English Version:

<https://daneshyari.com/en/article/4972619>

Download Persian Version:

<https://daneshyari.com/article/4972619>

[Daneshyari.com](https://daneshyari.com)