

Edited by Rotem Shneor Liang Zhao Bjørn-Tore Flåten

Advances in Crowdfunding Research and Practice



Open Access

palgrave macmillan

ww.dbooks.org

Advances in Crowdfunding

Rotem Shneor • Liang Zhao Bjørn-Tore Flåten Editors

Advances in Crowdfunding

Research and Practice



Editors Rotem Shneor School of Business and Law University of Agder Kristiansand, Norway

Bjørn-Tore Flåten School of Business and Law University of Agder Kristiansand, Norway Liang Zhao School of Business and Law University of Agder Kristiansand, Norway



ISBN 978-3-030-46308-3 ISBN 978-3-030-46309-0 (eBook) https://doi.org/10.1007/978-3-030-46309-0

© The Editor(s) (if applicable) and The Author(s) 2020. This book is an open access publication.

Open Access This book is licensed under the terms of the Creative Commons Attribution 4.0 International License (http://creativecommons.org/licenses/by/4.0/), which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence and indicate if changes were made.

The images or other third party material in this book are included in the book's Creative Commons licence, unless indicated otherwise in a credit line to the material. If material is not included in the book's Creative Commons licence and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Palgrave Macmillan imprint is published by the registered company Springer Nature Switzerland AG. The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

In loving memory of Prof. Andreas Wyller Falkenberg, an inspirational friend, colleague, and mentor.

Acknowledgements

The authors are grateful for the support of the University of Agder's Library grant for Open Access Publications, as well as the management of the University of Agder's School of Business and Law for their unequivocal and generous support in making this book project a reality.

Contents

1	Introduction: From Fundamentals to Advances in Crowdfunding Research and Practice Rotem Shneor, Liang Zhao, and Bjørn-Tore Flåten	1
Part	t I The Current State of Crowdfunding	19
2	Crowdfunding Models, Strategies, and Choices Between Them Rotem Shneor	21
3	The Global Status of the Crowdfunding Industry Tania Ziegler, Rotem Shneor, and Bryan Zheng Zhang	43
4	Lending Crowdfunding: Principles and Market Development Tania Ziegler and Rotem Shneor	63

X	Co		

5 Equity Crowdfunding: Principles and Investor Behaviou Anna Lukkarinen	r 93
6 Reward-Based Crowdfunding Research and Practice Liang Zhao and Sunghan Ryu	119
7 Donation Crowdfunding: Principles and Donor Behaviou Liang Zhao and Rotem Shneor	r 145
8 Ethical Considerations in Crowdfunding Rotem Shneor and Stina Torjesen	161
9 Legal Institutions, Social Capital, and Financial Crowdfunding: A Multilevel Perspective Wanxiang Cai, Friedemann Polzin, and Erik Stam	183
Part II Crowdfunding in Historical Context	207
10 History of Crowdfunding in the Context of Ever-Changing Modern Financial Markets Aki Kallio and Lasse Vuola	209
11 The FinTech Industry: Crowdfunding in Context Paul Griffiths	241
Part III Crowdfunding in Geographic Context	271
12 Crowdfunding in China: Turmoil of Global Leadership Liang Zhao and Yuanqing Li	273

	Contents	хi
13	Crowdfunding Prospects in New Emerging Markets: The Cases of India and Bangladesh Krishnamurthy Suresh, Stine Øyna, and Ziaul Haque Munim	297
14	Crowdfunding in Africa: Opportunities and Challenges Emmanuel James Chao, Priscilla Serwaah, Prince Baah-Peprah, and Rotem Shneor	319
15	Israeli Crowdfunding: A Reflection of Its Entrepreneurial Culture Kalanit Efrat, Shaked Gilboa, and Daniel Berliner	341
16	Crowdfunding in Europe: Between Fragmentation and Harmonization Karsten Wenzlaff, Ana Odorović, Tania Ziegler, and Rotem Shneor	373
Part	IV Crowdfunding in Sectoral Context	391
17	Crowdfunding Sustainability Natalia Maehle, Pia Piroschka Otte, and Natalia Drozdova	393
18	Crowdfunding in the Cultural Industries Anders Rykkja, Natalia Maehle, Ziaul Haque Munim, and Rotem Shneor	423
19	Civic Crowdfunding: Four Perspectives on the Definition of Civic Crowdfunding Karsten Wenzlaff	441

xii	Contents
A11	Contents

Par	t V The Future of Crowdfunding	473
20	Crowdfunding Education: Objectives, Content, Pedagogy, and Assessment Rotem Shneor and Bjørn-Tore Flåten	475
21	The Future of Crowdfunding Research and Practice Rotem Shneor, Bjørn-Tore Flåten, and Liang Zhao	499
Ind	ex	521