

---

# Contents

---

<i>List of contributors</i>	vii
1 Crowdfunding: an introduction <i>Annaleena Parhankangas, Colin Mason and Hans Landström</i>	1
<b>PART I THE CHARACTERISTICS OF CROWDFUNDING</b>	
2 Crowdfunding across research fields: an overview and suggestions for future investigation <i>Claire Ingram Bogusz</i>	23
3 The role of crowdfunding in entrepreneurial finance <i>Gary Dushnitsky and Diego Zunino</i>	46
<b>PART II CROWDFUNDING PLATFORMS</b>	
4 Crowdfunding platforms: taking stock and looking forward <i>Michael P. Ciuchta, Roberto S. Santos, Peiyi Jia and Amy M. Yacus</i>	94
5 The supply side: profiling crowdfunders <i>Stefan Katzenmeier, David Bendig, Steffen Strese and Malte Brettel</i>	122
6 Demand-side perspectives on the democratization of finance through crowdfunding: opportunities and challenges for early-stage finance research <i>David M. Townsend and Richard A. Hunt</i>	165
<b>PART III THE CROWDFUNDING PROCESS</b>	
7 How crowdfunding deals get done: signalling, communication and social capital perspectives <i>Chandresh Baid and Thomas H. Allison</i>	191
8 What happens after a crowdfunding campaign? <i>Tom Vanacker, Silvio Vismara and Xavier Walthoff-Borm</i>	227

**PART IV SPECIFIC ASPECTS OF CROWDFUNDING**

9	Crowdfunding by non-profit and social ventures <i>Maija Renko, Todd W. Moss and Anna Lloyd</i>	249
10	An overview of crowdfunding in the creative and cultural industries <i>Jann Tosatto, Joe Cox and Thang Nguyen</i>	269
11	Inequality and crowdfunding <i>Jason Greenberg</i>	303
12	Crowdfunding: risk, fraud and regulation <i>Francesca Tenca and Chiara Franzoni</i>	323

**PART V THE FUTURE OF CROWDFUNDING**

13	Evolving crowdfunding models <i>Victoriya Salomon</i>	357
	<i>Index</i>	385