

Section 6. Future Skills for Innovation and Entrepreneurship Ecosystems

DIGITAL COMMUNICATIONS AS A DRIVER FOR ENTREPRENEURSHIP ACTIVATION IN INNOVATION CLUSTERS

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Abstract

Objectives:

The study aims to examine how digital communications act as catalysts for entrepreneurship activation within innovation clusters. It seeks to develop a conceptual framework integrating digital communication channels with adaptive motivational strategies to stimulate entrepreneurial initiatives and strengthen cluster competitiveness.

Methodology:

A mixed-method approach was applied, combining a systematic literature review with qualitative case analyses of selected European and Ukrainian innovation clusters. Semi-structured interviews were conducted with cluster coordinators, entrepreneurs, and digital communication experts to assess the impact of collaborative platforms, social media, cloud technologies, and AI-driven systems on entrepreneurial behavior and motivation.

Key Findings and Results:

The research reveals a strong correlation between the intensity of digital communication and the level of entrepreneurial engagement in clusters. Digital platforms enhance information transparency, peer learning, networking, and access to market intelligence - factors crucial for motivation and business activity. The study also found that personalized communication strategies and adaptive feedback mechanisms increase participants' trust, sense of belonging, and proactivity, thereby strengthening innovation and collaboration within the cluster.

Conclusions:

Digital communications are shown to be strategic enablers of entrepreneurship in innovation clusters. Integrating adaptive motivational models with advanced communication technologies can substantially improve innovation potential and regional competitiveness. The study provides practical insights for policymakers, regional development agencies, and cluster managers in designing digitally empowered entrepreneurial ecosystems. It also highlights the need for future empirical research to validate the framework and explore cross-cultural variations in digital communication strategies.

Keywords: Digital Communications; Innovation Clusters; Entrepreneurial Activity; Communication Strategies; Motivation; Digital Transformation