

### **Beauty of Crowdfunding. Blooming Creativity and Innovation in the Digital Era**

*edited by Sunghan Ryu*

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#### **Introduction**

*Journal of Science and Technology Policy Management* aims to offer high quality papers that address new and emerging topics in the field of science and technology policy management, with special interest in the digital, circular and green economy and the role of disruptive digital technologies on the economy.

The previous issue of *Journal of Science and Technology Policy Management* (Issue 2) published a Special Issue on *Management and Policy of Technological Innovation in Indonesia*, discussing the state of the art of these strategic topics in Indonesia, the largest economy in the South-East Asia Economic Region and a member of the G-20. The current issue (Issue 3) includes a collection of papers on topics like blockchain, digitalization, fintech, talent and science and technology policies, which are key in the digital economy. Additionally, it includes a special section exploring topics like sustainable performance, new technologies, knowledge management and green issues in India, Myanmar and Pakistan.

Companies and countries need to prioritize investment in innovation, research and technology, translate research outputs into the economy to increase leadership and competitiveness and increase the free circulation of knowledge, researchers and technology in the European Union ([European Commission, 2021a, 2021b](#)) and other regions (Asia, Latin America, Gulf Countries, etc.) ([Matthews et al., 2020](#); [Wagner, 2018](#); [Wagner and Leydesdorff, 2005](#)) as well as create and develop strategic intellectual capital ([Lytras and Ordóñez de Pablos, 2008](#); [Ordóñez de Pablos, 2004, 2005](#)). Relevant stakeholders need to increase collaboration nationally and across borders, and work on digital solutions ([Bhattacharyya, 2021](#); [Brunswick et al., 2017](#); [De Wit-de Vries et al., 2019](#); [Moazzez, 2020](#); [Tece, 2018](#)) that support the transition to circular and green economies and benefit citizens, economies and societies ([Ordóñez de Pablos and Edvinsson, 2020](#)).

The section of the journal titled *Book Review Section* continues analyzing recently published books on science and technology that foster dialogue and understanding of challenges, new opportunities for business and solutions in the post-pandemic scenario. The chosen book for Book Review Section of this issue is *Beauty of crowdfunding. Blooming creativity and innovation in the digital era* by Sunghan Ryu published in 2020.



The author of this book is Sunghan Ryu, Assistant Professor at USC-SJTU Institute of Cultural and Creative Industry in Shanghai Jiao Tong University (China). Crowdfunding and its impact on creativity and innovation is one of his research interests.

Structured in three main parts, the book *Beauty of crowdfunding. Blooming creativity and innovation in the digital era* aims to fill a gap in the field of literature on crowdfunding, studying which aspects of crowdfunding trigger creativity and innovation, having an impact on societies and economies. First part of the book addresses the antecedents (such as customer participation and crowd participation) and basic notions of the concept of crowdfunding and components of crowdfunding. Second part analyses five aspects of crowdfunding such as creativity, diversity, balance, connection and change, reviewing academic research and relevant practices. Finally, third section discusses challenges, drawbacks and the future of crowdfunding as well as the impact of crowdfunding success on performance.

Readers interested in crowdfunding issues will find this book very helpful to amplify the traditional focus of literature on crowdfunding – tactical aspects- – providing a holistic approach on the impact of crowdfunding and contributing to a better understanding of creativity and innovation in the digital economy.

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