

Artificial Intelligence-Enabled Entrepreneurial Innovation: A Literature Study of Digital Entrepreneurship and Business Model Transformation

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ABSTRACT

Artificial intelligence (AI) is increasingly transforming entrepreneurial activities by enabling new approaches to opportunity recognition, decision-making, innovation, and business model development. This study examines how AI contributes to entrepreneurial innovation and identifies the technological, organizational, and environmental factors shaping its implementation. A literature study approach was employed to synthesize scholarly research on artificial intelligence, digital entrepreneurship, digital innovation, AI adoption, and business model innovation published primarily between 2020 and 2024, with relevant publications in 2025 considered up to June. The findings indicate that AI functions as an enabling capability connecting entrepreneurial processes with innovation activities and business model transformation. AI can support opportunity identification, information processing, decision-making, product and service development, process improvement, and new approaches to value creation and capture. However, innovation outcomes depend on organizational readiness, technological capabilities, human resources, and ecosystem conditions. The study proposes an integrated perspective in which AI capabilities influence entrepreneurial processes, which subsequently contribute to innovation and business model transformation. The findings provide a basis for future research on AI-enabled entrepreneurship, particularly concerning generative AI, responsible adoption, entrepreneurial capabilities, and sustainable innovation.

Keywords: *Artificial Intelligence, Business Model Innovation, Digital Entrepreneurship, Entrepreneurial Innovation, Generative AI.*

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1. | INTRODUCTION

The rapid development of artificial intelligence (AI), digital technologies, and data-driven business environments has substantially transformed the conditions under which entrepreneurial activities are created, developed, and scaled. Digitalization has expanded entrepreneurs' access to information, markets, platforms, and technological resources while simultaneously changing how opportunities are recognized and exploited. Digital entrepreneurship has consequently become an increasingly important field of research because entrepreneurial activities are no longer limited to traditional organizational boundaries but are increasingly embedded in digital platforms, ecosystems, and technology-enabled business models (Paul et al., 2023; Olan et al., 2024). The development of digital entrepreneurial ecosystems further demonstrates that entrepreneurial activities are shaped by interactions among entrepreneurs, technological infrastructure, institutions, markets, and other ecosystem actors (Bejjani et al., 2023).

Within this transformation, AI represents an important technological capability that can influence entrepreneurial processes and innovation. AI can support entrepreneurs in processing large volumes of information, identifying patterns, recognizing opportunities, improving decision-making, and developing new forms of value creation. Fossen et al. (2024) demonstrate that AI has implications for entrepreneurial opportunities, decision-making under uncertainty, startup activities, market entry, and entrepreneurial performance. Similarly, Giuggioli and Pellegrini (2023) identify AI as an enabling technology that can enhance several entrepreneurial activities while also creating new research questions concerning the interaction between technological capabilities and entrepreneurial behavior.

The relevance of AI becomes particularly evident in entrepreneurial innovation. Digital innovation enables entrepreneurial firms to modify products, services, processes, organizational practices, and business models. Felicetti et al. (2024) show that digital innovation in entrepreneurial firms encompasses multiple interconnected dimensions, including digital ventures, platforms, business model innovation, entrepreneurial profiles, collaboration networks, and innovation ecosystems. Arora and Singh (2025) further emphasize the close relationship between digital innovation and digital entrepreneurship, indicating that technological innovation and entrepreneurial activity increasingly reinforce one another. Consequently, AI should not be viewed solely as an operational technology but also as a potential mechanism for transforming how entrepreneurial firms identify opportunities and generate innovative outcomes.

One particularly important area is business model innovation. AI can influence how firms create, deliver, and capture value by enabling new products and services, personalized customer interactions, data-driven processes, and technology-supported decision-making. Jorzik et al. (2024) highlight the growing importance of AI-driven business model innovation and demonstrate that AI can contribute to changes in the configuration and evolution of business models. This potential is also reflected in SME research. Saleem et al. (2024) connect AI with frugal innovation and business model

innovation, while Nafizah et al. (2024) provide evidence concerning innovation benefits associated with AI and machine-learning adoption among micro-businesses. These findings suggest that the innovation implications of AI may extend beyond technology adoption toward broader entrepreneurial transformation.

Nevertheless, the realization of AI-enabled innovation depends on organizational and contextual conditions. AI adoption among SMEs can be influenced by technological, organizational, and environmental factors (Badghish & Soomro, 2024). Lada et al. (2023) similarly identify multiple factors associated with AI adoption among small and medium-sized businesses, demonstrating that technological availability alone does not guarantee successful adoption. Digital entrepreneurship research also indicates that entrepreneurial outcomes are influenced by combinations of individual, organizational, technological, and environmental factors (Berman et al., 2024). At the ecosystem level, these conditions are further embedded within broader networks of actors and institutional arrangements (Bejjani et al., 2023).

The emergence of generative AI adds another dimension to this transformation. Etemad (2024) discusses the transformative potential of generative AI for international entrepreneurial enterprises, particularly in relation to entrepreneurial activities and international competitiveness. At the broader intersection of AI and entrepreneurship, Blanco-González-Tejero et al. (2023) further synthesize research on AI technologies and entrepreneurship, indicating the increasing breadth of this research domain. However, the existing literature remains distributed across different streams, including AI adoption, digital entrepreneurship, opportunity recognition, digital innovation, business model innovation, and entrepreneurial ecosystems (Fossen et al., 2024; Giuggioli & Pellegrini, 2023; Paul et al., 2023).

Therefore, an integrated understanding of how AI contributes to entrepreneurial innovation remains necessary. This study conducts a systematic literature review to synthesize existing research on AI-enabled entrepreneurial innovation, focusing particularly on the relationship between AI capabilities, entrepreneurial processes, innovation activities, and business model transformation. The review also examines the technological, organizational, and environmental factors that shape the implementation and outcomes of AI-enabled innovation. By integrating these research streams, the study aims to identify dominant findings, unresolved issues, and future research opportunities at the intersection of artificial intelligence, entrepreneurship, and innovation.

2. | LITERATURE REVIEW

Digital Entrepreneurship and Entrepreneurial Ecosystems

Digital entrepreneurship represents the transformation of entrepreneurial activities through digital technologies, platforms, and digitally enabled business models. The increasing integration of digital technologies has expanded the ways entrepreneurs identify opportunities, develop ventures, interact with customers, and create value. Paul et al. (2023) indicate that digital entrepreneurship has developed into a broad research

domain encompassing digital technologies, entrepreneurial processes, business models, and venture development. Olan et al. (2024) further emphasize that the field continues to evolve as emerging technologies create new entrepreneurial opportunities while also introducing challenges related to capabilities, competition, and organizational adaptation.

The development of digital entrepreneurship is also strongly associated with innovation. Berman et al. (2024) identify multiple drivers and success factors of digital entrepreneurship, suggesting that entrepreneurial outcomes depend on the interaction between individual, organizational, technological, and environmental conditions. In this context, digital innovation can strengthen entrepreneurial activities by enabling new products, services, processes, and business models. Arora and Singh (2025) emphasize the reciprocal relationship between digital innovation and digital entrepreneurship, demonstrating that innovation and entrepreneurial activity increasingly develop in interconnected ways.

Beyond the individual firm, entrepreneurial activities are embedded in digital entrepreneurial ecosystems. Bejjani et al. (2023) highlight the importance of interactions among entrepreneurs, technology providers, institutions, markets, and other ecosystem actors in shaping digital entrepreneurial development. Thus, digital entrepreneurship should be understood not merely as the adoption of digital technologies but as an interconnected process in which technology, entrepreneurial capabilities, innovation, and ecosystem conditions jointly influence value creation.

Artificial Intelligence as an Enabler of Entrepreneurship

Artificial intelligence has emerged as an important technological capability within contemporary entrepreneurship because it can support information processing, opportunity identification, decision-making, automation, and the development of new entrepreneurial activities. Fossen et al. (2024) demonstrate that AI has implications for entrepreneurial opportunities, decision-making under uncertainty, startup activities, market entry, and entrepreneurial performance. Similarly, Giuggioli and Pellegrini (2023) conceptualize AI as an enabler of entrepreneurial activities and identify opportunities for further research concerning how entrepreneurs integrate AI capabilities into their activities.

The contribution of AI, however, depends on the organizational and environmental conditions surrounding adoption. Badghish and Soomro (2024) show that AI adoption among SMEs can be examined through technological, organizational, and environmental dimensions. Lada et al. (2023) likewise identify several factors influencing AI adoption among Malaysian SMEs, demonstrating that technological availability must be accompanied by organizational readiness and appropriate supporting conditions. These findings indicate that AI-enabled entrepreneurship involves more than technological implementation; it requires entrepreneurs and firms to develop the capabilities necessary to integrate AI into existing processes.

The emergence of generative AI further expands the potential entrepreneurial applications of artificial intelligence. Etemad (2024) discusses its transformative potential for international entrepreneurial enterprises, particularly in relation to entrepreneurial activities and international business development. More broadly, Blanco-González-Tejero et al. (2023) synthesize research connecting AI technologies and entrepreneurship and demonstrate the increasing breadth of this research domain. Collectively, these studies position AI as an enabling capability that can reshape entrepreneurial processes, while its outcomes remain dependent on technological, organizational, and contextual conditions.

AI-Enabled Innovation and Business Model Transformation

The relationship between entrepreneurship and innovation becomes increasingly significant when AI is considered as a mechanism for transforming how firms create and capture value. Felicetti et al. (2024) identify business model innovation, digital platforms, digital ventures, entrepreneurial profiles, collaboration networks, and digital innovation ecosystems as major themes in the literature connecting digital innovation and entrepreneurial firms. This indicates that digital innovation extends beyond technological implementation toward changes in entrepreneurial structures and value-creation processes.

AI provides additional opportunities for such transformation. Jorzik et al. (2024), through a systematic review of 180 articles, demonstrate that AI-driven business model innovation encompasses different perspectives concerning how AI changes business models and value propositions. Their distinction between static and dynamic perspectives highlights that AI can influence both the configuration of existing business models and their continuous transformation. Consequently, AI-enabled innovation can be understood as an ongoing process rather than a one-time technology adoption decision.

Empirical evidence also indicates that AI adoption can generate innovation-related benefits. Nafizah et al. (2024) examine the innovation benefits associated with first-mover and second-mover strategies when micro-businesses adopt AI and machine learning. Saleem et al. (2024) further connect AI with frugal innovation and business model innovation in the context of SME internationalization. These findings suggest that AI can contribute to entrepreneurial innovation through multiple pathways, including technological capabilities, new value propositions, resource-efficient innovation, and business model transformation. Therefore, AI-enabled entrepreneurial innovation should be examined as an integrated phenomenon involving technology adoption, entrepreneurial capabilities, innovation processes, and business model development.

3. | RESEARCH METHOD

This study employed a literature study approach to examine the development of research on artificial intelligence (AI)-enabled entrepreneurial innovation. A literature

study was selected because the objective was to synthesize and interpret existing scholarly knowledge concerning the relationship between AI, entrepreneurship, digital innovation, and business model transformation. Rather than following a systematic review protocol, the study focused on identifying relevant scholarly works, comparing their main arguments and findings, and developing an integrated understanding of the research domain.

The literature was selected based on its relevance to the research theme, publication quality, and contribution to understanding AI-enabled entrepreneurship and innovation. The primary publication period considered was 2020–2024, with relevant publications available in 2025 up to June also considered. The literature covered research on digital entrepreneurship, artificial intelligence and entrepreneurship, digital innovation, entrepreneurial ecosystems, AI adoption, business model innovation, and generative AI. The selected literature included peer-reviewed journal articles and scholarly review studies that provided conceptual, theoretical, or empirical contributions to these areas.

The literature identification process focused on academic databases and scholarly search platforms, including Scopus, ScienceDirect, SpringerLink, Web of Science, and Google Scholar. Search terms were developed from the main concepts of the study and combined using Boolean operators. The principal keywords included “artificial intelligence and entrepreneurship,” “AI and entrepreneurial innovation,” “artificial intelligence and business model innovation,” “digital entrepreneurship and innovation,” “AI adoption and SMEs,” and “generative AI and entrepreneurship.” Additional combinations were used when necessary to identify literature addressing entrepreneurial opportunity, digital innovation, and business model transformation.

The analysis was conducted through thematic synthesis. First, the selected literature was reviewed to identify its research focus, theoretical perspective, technological context, and principal findings. Second, recurring themes and relationships across studies were compared and grouped into major dimensions. Third, the findings were synthesized to identify connections between AI capabilities, entrepreneurial processes, innovation activities, and business model transformation. Finally, areas of convergence, differences, and underexplored research issues were interpreted to formulate a research agenda for future studies. The resulting synthesis provides a conceptual basis for understanding AI-enabled entrepreneurial innovation as an interconnected phenomenon involving technological capabilities, entrepreneurial processes, innovation outcomes, and contextual conditions.

4. | RESULTS

The literature synthesis reveals that artificial intelligence (AI)-enabled entrepreneurial innovation is developing through the interaction of four closely related dimensions: AI technological capabilities, entrepreneurial processes, innovation activities, and business model transformation. Across the reviewed literature, AI is not positioned merely as a technological tool but increasingly as an enabling capability that changes how entrepreneurs identify opportunities, make decisions, develop

innovations, and configure value creation. At the same time, the benefits of AI adoption are influenced by organizational readiness, entrepreneurial capabilities, and the broader digital ecosystem.

The first major finding concerns the growing integration between digital entrepreneurship and digital innovation. Digital entrepreneurship has evolved from a focus on technology-based venture creation toward a broader phenomenon involving digital platforms, digital business models, technological capabilities, and ecosystem relationships. Paul et al. (2023) demonstrate that digital entrepreneurship encompasses multiple research streams associated with digital technologies, entrepreneurial activities, venture development, and value creation. Similarly, Olan et al. (2024) show that the development of digital entrepreneurship is accompanied by emerging opportunities and challenges resulting from rapid technological change. This indicates that entrepreneurial activities are increasingly dependent on the ability of entrepreneurs and firms to integrate digital technologies into their business processes.

The synthesis further indicates that digital innovation and entrepreneurship are mutually reinforcing. Arora and Singh (2025) identify an important interplay between digital innovation and digital entrepreneurship, suggesting that innovation can create new entrepreneurial opportunities while entrepreneurial activities can simultaneously stimulate digital innovation. Felicetti et al. (2024) identify several interconnected dimensions of digital innovation in entrepreneurial firms, including digital ventures, digital platforms, business model innovation, entrepreneurial profiles, collaboration networks, and digital innovation ecosystems. These findings indicate that entrepreneurial innovation increasingly occurs within interconnected technological and organizational environments rather than through isolated firm-level activities.

A second major finding concerns the role of AI as an enabler of entrepreneurial processes. Fossen et al. (2024) demonstrate that AI has implications for entrepreneurial opportunity recognition, decision-making under uncertainty, startup activities, market entry, and entrepreneurial performance. AI can improve entrepreneurs' ability to process information and identify patterns, potentially supporting the evaluation of opportunities and the development of entrepreneurial strategies. Giuggioli and Pellegrini (2023) similarly identify AI as an enabling technology for entrepreneurs and emphasize its potential to transform entrepreneurial activities. Taken together, these studies indicate that AI contributes not only to operational efficiency but also to activities traditionally associated with entrepreneurial cognition and decision-making.

The literature also indicates that the emergence of generative AI is expanding the scope of AI-enabled entrepreneurship. Etemad (2024) highlights the transformative potential of generative AI for international entrepreneurial enterprises, particularly because generative systems can support activities associated with knowledge creation, communication, and international business development. The broader review by Blanco-González-Tejero et al. (2023) further illustrates the increasing diversity of research connecting AI technologies and entrepreneurship. Although the research

domain continues to develop, these findings collectively indicate that AI is becoming increasingly embedded in entrepreneurial activities across different organizational and market contexts.

A third finding concerns the importance of organizational and environmental conditions in determining whether AI adoption produces entrepreneurial value. AI adoption cannot be explained solely by technological availability. Badghish and Soomro (2024), using the technology–organization–environment perspective, demonstrate the relevance of technological, organizational, and environmental conditions for AI adoption among SMEs. Similarly, Lada et al. (2023) identify multiple factors associated with AI adoption among Malaysian SMEs, indicating that adoption depends on conditions within and around the organization. These findings suggest that entrepreneurial firms require appropriate technological infrastructure, organizational preparedness, managerial support, and adaptable human resources to translate AI capabilities into productive outcomes.

The literature on digital entrepreneurship reinforces this contextual perspective. Berman et al. (2024) identify a broad set of drivers and success factors associated with digital entrepreneurship, indicating that entrepreneurial success emerges from interactions among individual, organizational, technological, and environmental factors. Bejjani et al. (2023) extend this perspective to digital entrepreneurial ecosystems, demonstrating that entrepreneurs operate within networks involving technological actors, institutions, markets, support organizations, and other ecosystem participants. Thus, AI-enabled entrepreneurial innovation is influenced not only by the internal capabilities of individual firms but also by the availability of external resources and ecosystem support.

A fourth major finding is the increasing connection between AI adoption and innovation outcomes. The literature indicates that AI can contribute to innovation through the development of new products and services, improvements in processes, new value propositions, and changes in business models. Nafizah et al. (2024) provide evidence concerning the innovation benefits associated with AI and machine-learning adoption among micro-businesses and examine how different adoption strategies may influence these benefits. This suggests that the timing and strategic approach to AI adoption can be relevant to the innovation outcomes experienced by smaller entrepreneurial firms.

The relationship between AI and innovation becomes particularly visible in business model transformation. Jorzik et al. (2024) identify AI-driven business model innovation as an increasingly important research area and demonstrate that AI can influence how firms configure value creation, value delivery, and value capture. Their synthesis indicates that AI-driven business model innovation can involve both modifications to existing business models and more dynamic forms of business model transformation. This finding connects AI adoption with entrepreneurship because

business model innovation represents a mechanism through which entrepreneurial firms convert technological capabilities into new forms of value creation.

The reviewed literature also identifies an important relationship between AI, resource efficiency, and entrepreneurial innovation. Saleem et al. (2024) examine the nexus between AI, frugal innovation, and business model innovation in the context of SME internationalization. Their findings indicate that AI can interact with innovation capabilities and business model development to support entrepreneurial firms facing resource and internationalization challenges. This complements the findings of Jorzik et al. (2024) by demonstrating that AI-driven innovation can involve not only technologically intensive transformation but also resource-conscious and strategically oriented innovation.

Another finding is that AI-enabled entrepreneurial innovation appears to operate through multiple interconnected stages rather than through a simple technology-adoption pathway. The reviewed literature suggests a sequence in which AI capabilities provide technological resources, entrepreneurial processes convert these resources into opportunities and decisions, innovation activities translate opportunities into new or improved offerings, and business model transformation converts innovation into broader value-creation mechanisms. Fossen et al. (2024) and Giuggioli and Pellegrini (2023) primarily illuminate the entrepreneurial-process dimension, while Felicetti et al. (2024), Nafizah et al. (2024), and Saleem et al. (2024) provide evidence concerning innovation. Jorzik et al. (2024) extends this relationship toward business model transformation.

The synthesis further shows that these processes are embedded within digital entrepreneurial ecosystems. Bejjani et al. (2023) demonstrate the importance of ecosystem relationships, while Berman et al. (2024) emphasize the role of broader drivers and success factors in digital entrepreneurship. Arora and Singh (2025) similarly demonstrate that digital innovation and digital entrepreneurship should not be treated as isolated phenomena. These findings imply that AI-enabled entrepreneurial innovation is shaped by interactions among technological capabilities, entrepreneurial actors, organizations, and external ecosystem conditions.

Overall, the results identify four interconnected patterns. First, AI is increasingly functioning as an entrepreneurial enabler rather than solely an operational technology (Fossen et al., 2024; Giuggioli & Pellegrini, 2023). Second, AI-enabled entrepreneurship is strongly connected to digital innovation and entrepreneurial opportunity development (Paul et al., 2023; Olan et al., 2024; Arora & Singh, 2025). Third, the realization of AI-related benefits depends on technological, organizational, and environmental readiness (Lada et al., 2023; Badghish & Soomro, 2024; Berman et al., 2024). Fourth, AI can contribute to innovation and business model transformation through new products, processes, value propositions, and resource configurations (Felicetti et al., 2024; Jorzik et al., 2024; Nafizah et al., 2024; Saleem et al., 2024).

The overall synthesis therefore conceptualizes AI-enabled entrepreneurial innovation as a multi-stage and context-dependent process. AI capabilities provide the technological foundation; entrepreneurial processes determine how these capabilities are applied to identify and pursue opportunities; innovation activities transform opportunities into new or improved solutions; and business model transformation enables firms to capture and sustain the resulting value. Generative AI further expands this process by creating additional possibilities for entrepreneurial activity and international business development (Etemad, 2024). The growing body of research summarized by Blanco-González-Tejero et al. (2023) confirms that the intersection between AI and entrepreneurship is broadening, while the reviewed studies indicate a continuing need to understand how these dimensions interact to produce sustainable entrepreneurial innovation.

5. | DISCUSSION

The findings indicate that AI-enabled entrepreneurial innovation should be understood as a multidimensional process rather than as a simple consequence of technology adoption. The literature suggests that AI creates entrepreneurial value when technological capabilities are integrated with opportunity recognition, entrepreneurial decision-making, innovation activities, and business model transformation. This interpretation is consistent with Fossen et al. (2024) and Giuggioli and Pellegrini (2023), who emphasize the role of AI in transforming entrepreneurial activities and decision-making processes. Thus, AI functions not only as an operational resource but also as an enabling capability that can reshape how entrepreneurs identify and exploit opportunities.

The findings also reinforce the increasing convergence between digital entrepreneurship and digital innovation. Paul et al. (2023) and Olan et al. (2024) demonstrate that digital entrepreneurship has expanded through technological development and new forms of digitally enabled value creation. Arora and Singh (2025) further indicate that digital innovation and digital entrepreneurship are closely interconnected. From this perspective, AI-enabled entrepreneurial innovation represents an extension of digital entrepreneurship in which AI capabilities become integrated into entrepreneurial processes and innovation activities.

An important implication concerns the role of organizational and ecosystem conditions. The findings show that AI adoption alone does not automatically generate innovation outcomes. Lada et al. (2023) and Badghish and Soomro (2024) emphasize technological, organizational, and environmental factors influencing AI adoption among SMEs. Berman et al. (2024) similarly demonstrate that digital entrepreneurial success depends on multiple interacting drivers. At the ecosystem level, Bejjani et al. (2023) highlight the importance of relationships among entrepreneurs, institutions, technology providers, and other ecosystem actors. Therefore, successful AI-enabled innovation requires both internal organizational readiness and external ecosystem support.

The findings further suggest that the strongest transformation occurs when AI capabilities are connected to innovation and business model development. Felicetti et al. (2024) show that digital innovation in entrepreneurial firms is associated with business models, platforms, digital ventures, and innovation ecosystems. Jorzik et al. (2024) extend this perspective by demonstrating how AI can drive business model innovation through changes in value creation, delivery, and capture. Nafizah et al. (2024) provide evidence that AI and machine-learning adoption can generate innovation benefits for micro-businesses, while Saleem et al. (2024) demonstrate connections among AI, frugal innovation, and business model innovation.

The emergence of generative AI further expands these possibilities. Etemad (2024) highlights its transformative potential for international entrepreneurial enterprises, suggesting that generative AI may extend entrepreneurial capabilities beyond conventional AI applications. The broader synthesis of AI and entrepreneurship by Blanco-González-Tejero et al. (2023) likewise demonstrates the increasing breadth of this research domain. Taken together, the findings support an integrated view in which AI capabilities enable entrepreneurial processes, entrepreneurial processes stimulate innovation, and innovation can subsequently drive business model transformation and entrepreneurial value creation. Future research should therefore examine the mechanisms connecting these stages and the contextual conditions that determine when AI-enabled entrepreneurial innovation produces sustainable outcomes.

6. | CONCLUSION

This literature study concludes that artificial intelligence (AI) has become an important enabler of entrepreneurial innovation by transforming how entrepreneurs identify opportunities, make decisions, develop innovations, and create business value. The synthesis indicates that AI-enabled entrepreneurial innovation is not a linear process driven solely by technological adoption. Instead, it emerges from the interaction between technological capabilities, entrepreneurial processes, innovation activities, and business model transformation. The findings demonstrate that AI can strengthen entrepreneurial opportunity recognition and decision-making while supporting the development of new products, services, processes, and value propositions. AI also creates opportunities for business model transformation by enabling new approaches to value creation, delivery, and capture. However, the realization of these benefits depends on organizational readiness, technological capabilities, human resources, and environmental conditions. Digital entrepreneurial ecosystems also play an important role by providing access to knowledge, resources, networks, infrastructure, and institutional support.

The study contributes conceptually by integrating previously fragmented research streams on artificial intelligence, digital entrepreneurship, digital innovation, and business model innovation into a unified perspective of AI-enabled entrepreneurial innovation. It proposes that AI capabilities provide the technological foundation through which entrepreneurial processes generate innovation and subsequently

contribute to business model transformation and entrepreneurial value creation. Future research should investigate the mechanisms connecting AI capabilities with entrepreneurial innovation outcomes, particularly across different firm sizes, industries, countries, and ecosystem contexts. Greater attention is also needed to generative AI, entrepreneurial capabilities, responsible AI adoption, and the long-term sustainability of AI-enabled innovation.

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The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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