

# LEVERAGING

# MACHINE LEARNING

# AND BIG DATA FOR

# RESEARCH IN

# ENTREPRE NEURSHIP

Panelists @ University of Padua, Italy  
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**9TH** | **1:00**  
**JUNE 2021** | **PM**  
**2:30**

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“ Leveraging the large amount of available business-related data, researchers in Entrepreneurship can now consider employing a multidisciplinary approach in their investigations, using data science methodologies to get new insights and results that were previously difficult to highlight. In this workshop, panelists will interactively discuss how data mining techniques can be applied to analyze technology-driven startups.

The logic of how machine learning works will be introduced, exploring its potential in different areas of Entrepreneurship.

The application overview will be supported by some examples from the literature on the topic.

The different phases of the data science workflow will then be presented: research goal setting, data retrieval, data processing, data exploration, data modeling and results analysis.

Some of the most relevant data sources will be analyzed, introducing their content and describing the data processing activities required to obtain machine-learning-ready datasets.

Special attention will be given to the use of machine learning and deep learning algorithms in entrepreneurial finance, in order to investigate the potential of using data-driven approaches to support equity investors decision-making.

Participants will be engaged with questions and brainstorming activities.

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