

Analyzing the outcome of campaigns in reward-based crowdfunding: social capital as a key driver

Madrazo-Lemarroy, Pilar; Barajas-Portas, Karla; Labastida Tovar, María Elena

Resumen. El propósito de este estudio es probar cómo las campañas de *crowdfunding* basadas en recompensas cumplen su meta al adoptar constructos teóricos de dimensiones de capital social: estructural, cognitivo y relacional.

Abstract. The objective of this paper is to demonstrate how reward-based crowdfunding campaigns accomplish their goal by adopting the theoretical constructs of social capital dimensions: structural, cognitive, and relational.

Referencia bibliográfica.

Madrazo, P., Barajas, K., & Labastida, M. E. (2019). Analyzing campaign's outcome in reward-based crowdfunding: Social capital as

a determinant factor. *Internet Research*, 29(5), 1171–1189. doi:

<https://doi.org/10.1108/INTR-03-2018-0115>