

The Rise of the Influencer-Entrepreneur: Understanding Social Media Content Creators' Entrepreneurial Success

KHALID HUSSAIN

Marketing Department, College of Economics and Political Science, Sultan Qaboos University

Wondwesen Tafesse

United Arab Emirates University

Muhammad Junaid

Asian Institute of Technology

Cite as:

HUSSAIN KHALID, Tafesse Wondwesen, Junaid Muhammad (2025), The Rise of the Influencer-Entrepreneur: Understanding Social Media Content Creators' Entrepreneurial Success. *Proceedings of the European Marketing Academy*, (130308)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



The Rise of the Influencer-Entrepreneur: Understanding Social Media Content Creators' Entrepreneurial Success

Abstract

Social media content creators, or influencers, are increasingly engaging in entrepreneurial ventures by offering products and services. However, research on influencers' entrepreneurial activities and success factors remains scattered and unorganized. The present study addresses this research gap by systematically collecting and analyzing 180 research documents from the Scopus database using a bibliometric-systematic literature review method. As a result, we categorize the existing literature into four thematic groups: motor themes, basic themes, emerging themes, and niche themes. In addition, we identify a range of entrepreneurial success factors and classify them into two broad streams and six categories. Based on these categories, we propose a novel framework to guide future research on these success factors. This study makes significant contributions to advancing the body of knowledge in the emerging field of content creators' entrepreneurial venturing.

Track: Marketing Communication (including digital) and Branding