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Generative artificial intelligence in entrepreneurship: a systematic review of empirical studies on opportunity recognition and venture creation

Inteligencia artificial generativa en el emprendimiento: una revisión sistemática de estudios empíricos sobre reconocimiento de oportunidades y creación de empresas

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ABSTRACT

Generative artificial intelligence is reshaping entrepreneurship, but the empirical evidence on its role in opportunity recognition and venture creation has not been synthesized. A systematic review was conducted following PRISMA methodology, were included empirical studies of generative artificial intelligence in entrepreneurship, with a narrative synthesis organized by opportunity recognition and venture creation. Eleven studies were included. The pattern split the evidence, with studies of opportunity recognition and decision-making reporting augmentation and, in one field experiment, a reduction in innovation, while studies of venture creation reported faster formation and stronger competitive positioning, with effects moderated by founder skill and task location. Generative artificial intelligence both enables and complicates the entrepreneurial process, augmenting opportunity recognition and venture creation for capable founders while introducing a risk of homogenization and judgment loss, so its net effect is conditional on the founder rather than uniformly positive.

Keywords: generative artificial intelligence; entrepreneurship; opportunity recognition; venture creation; systematic review

RESUMEN

La inteligencia artificial generativa está remodelando el emprendimiento, pero la evidencia empírica sobre su papel en el reconocimiento de oportunidades y la creación de empresas no se ha sintetizado. Se realizó una revisión sistemática siguiendo la metodología PRISMA, se incluyeron estudios empíricos sobre inteligencia artificial generativa en emprendimiento, con una síntesis narrativa organizada por reconocimiento de oportunidades y creación de empresas. Se incluyeron once estudios. El patrón dividió la evidencia, con los estudios de reconocimiento de oportunidades y toma de decisiones informando aumento y, en un experimento de campo, una reducción de la innovación, mientras que los de creación de empresas informaron una formación más rápida y un posicionamiento competitivo más fuerte, con efectos moderados por la habilidad del fundador y la ubicación de la tarea. La inteligencia artificial generativa habilita y complica a la vez el proceso emprendedor, aumentando el reconocimiento de oportunidades y la creación de empresas para fundadores capaces, pero introduciendo un riesgo de homogeneización y pérdida de juicio, por lo que su efecto neto es condicional al fundador más que uniformemente positivo.

Palabras clave: inteligencia artificial generativa; emprendimiento; reconocimiento de oportunidades; creación de empresas; revisión sistemática

INTRODUCTION

Entrepreneurship is a two-stage process, and generative artificial intelligence enters at both stages. The first stage is opportunity recognition, the identification and evaluation of a possibility that can be turned into a venture, and the second is venture creation, the assembly of resources and the founding of a firm that pursues the opportunity. The distinction between the stages is not a taxonomy for its own sake: the technology's effect on the first stage is an effect on the founder's cognition, and its effect on the second is an effect on the founder's action, and a tool can help one while hindering the other, so a synthesis that collapses the two stages into one would average over the very difference that the technology creates. A founder can generate more candidate opportunities with the tool while founding a less distinctive venture from them, or can found a more distinctive venture from a smaller set of opportunities, and the net effect of the technology depends on which of these dominates. The technology bears on both stages, because it produces the text, code and analysis that both stages consume, and its effect on the entrepreneurial process is therefore a question about whether the tool helps the founder see and seize opportunities or, in the limiting case, substitutes for the founder's own judgment. Fossen, McLemore and Sorgner[1] reviewed the mechanisms through which artificial intelligence bears on entrepreneurship and concluded that the technology both substitutes for and complements the entrepreneur, but their review predates the full empirical wave on generative models and does not separate the two stages in the way the present review does.

The empirical literature that has emerged since is fragmented across the two stages and across designs, and the fragmentation is not a neutral condition but a barrier to the very question the field needs to answer. Schiavone[2] mapped the implications of artificial intelligence for the venture creation process and found that the technology changes how founders assemble and configure resources, but the generative wave has since produced field experiments and studies that Schiavone's framework could only anticipate. Zhang *et al.*[3] examined whether generative artificial intelligence changes the ability of entrepreneurial opportunities to generate sustained competitive advantage, and Wu, Zahra and Hashai[4] studied machine-enabled knowledge creation in entrepreneurship, but the two studies, one on advantage and one on knowledge, have not been placed beside the opportunity-recognition experiments in a single frame. Valentino[5] reviewed generative artificial intelligence and digital entrepreneurship business models systematically, but the review is of models rather than of the empirical effects on the founding process. The result is a literature in which a founder asking whether the tool will help them found a venture receives, depending on which study they happen to read, either a strong yes, a qualified no or a warning, and no single source that reconciles the three.

The two stages are not merely descriptive but theoretical, because each stage carries its own account of how a founder comes to act. Opportunity recognition is the older concept, rooted in the idea that a founder first identifies a possibility and then evaluates it against what they know, and the identification is itself a use of judgment that a tool can assist or substitute for.[6] Venture creation is the object of study where the identification becomes a firm, and the resources, legitimacy and routines that founding requires are the site of the second stage's effect.[7] A technology that operates on text, code and analysis touches the identification at the first stage and the resource assembly at the second, so the theoretical question is whether the tool changes the founder's alertness or the founder's execution, and the two are different enough that the review must treat them separately. The embeddedness of the founder is the common condition of both stages, because the founder's social and institutional context shapes both what they see and what they can found, and the tool's effect is always mediated by that context.[8]

The gap is a synthesis that separates opportunity recognition from venture creation and assembles the empirical studies of both into a single account of the technology's role in the entrepreneurial process. The separation is not imposed by the review but by the structure of the entrepreneurial process itself, and a synthesis that did not separate the stages would average over a divergence that is the review's central finding, which is why the stage distinction is the organizing principle rather than a reporting convention. The objective of this review is to synthesize empirical evidence on the role of generative artificial intelligence in entrepreneurial opportunity recognition and venture creation, and to identify the moderators that condition its effect. The review is systematic because the studies are scattered across entrepreneurship, innovation and strategy journals, and only a systematic search with explicit criteria can assemble them into a body of evidence rather than a selection of studies chosen to illustrate a prior conclusion.

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METHODS

The systematic review was conducted in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. The eligibility criteria were established to identify empirical research examining the influence of generative artificial intelligence (GenAI) on entrepreneurial activities and outcomes.

Eligible studies were required to investigate at least one dimension of the entrepreneurial process, including opportunity recognition, new venture creation, business development, or venture performance. Experimental, quasi-experimental, and other empirical research designs were considered.

Publications addressing entrepreneurship education exclusively through learning outcomes, entrepreneurial intentions, or skill acquisition were excluded unless they also examined outcomes directly associated with entrepreneurial activity. Conceptual articles, theoretical discussions, and literature reviews were likewise excluded. These criteria were intended to maintain a consistent focus on entrepreneurial processes and observable outcomes rather than educational experiences. The publication period was restricted to 2019 through 2026.

Search strategies combined terminology associated with generative artificial intelligence, large language models, and ChatGPT with entrepreneurship-related concepts, including startups, entrepreneurial opportunities, venture formation, and business creation. The complete search expressions are provided in the supplementary materials. Following the removal of duplicate entries, 189 unique records remained for screening. Titles and abstracts were examined against the predefined eligibility criteria, resulting in the exclusion of 177 records, primarily because they investigated educational applications rather than entrepreneurial processes. The remaining 12 publications underwent full-text assessment. Of these, 11 satisfied the inclusion criteria, while one was excluded because its bibliographic identifier could not be verified.

Information extracted from each eligible study included its methodological design, the entrepreneurial stage investigated, the outcome variables, and the principal findings. To facilitate comparisons across studies employing different conceptual terminology, the classification of entrepreneurial stages was based on the outcomes operationalized in each investigation rather than the terminology adopted by its authors.

Studies examining the generation, identification, evaluation, or originality of business opportunities were categorized under opportunity recognition. Investigations addressing business establishment, market positioning, financing, or organizational performance were assigned to venture creation. Two studies that examined outcomes spanning both stages were represented in both relevant categories, preserving their multidimensional contribution without artificially restricting them to a single stage. This outcome-oriented classification provided a consistent analytical framework for comparing findings across studies with different conceptual approaches.

Methodological quality and risk of bias were evaluated according to the research design of each included study, using assessment tools appropriate to the corresponding design category. Particular attention was given to the availability and adequacy of information required to support judgments concerning potential sources of bias. Where reporting was insufficient to establish a low risk of bias, such a judgment was not assigned. The assessment was applied consistently across the included studies, irrespective of their methodological approach.

A narrative synthesis was undertaken to integrate the findings. Quantitative pooling was considered inappropriate because the included investigations differed in their research designs, outcome definitions, measurement procedures, and entrepreneurial contexts. Rather than estimating a single overall effect, the synthesis examined how the reported influence of generative artificial intelligence varied between opportunity recognition and venture creation.

Findings were organized by entrepreneurial stage, with attention to the direction and consistency of the reported associations or effects, methodological differences, and limitations affecting their interpretation. This approach enabled the identification of patterns across the entrepreneurial process while avoiding assumptions of comparability that would have been necessary for a meta-analysis.

RESULTS

The pattern split the evidence into two stages, and the split is the first result. Of the eleven included studies, the opportunity-recognition and decision-making studies reported a mix of

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augmentation and caution, while the venture-creation studies reported faster formation and stronger positioning (Figure 1; Table 1). The distribution of outcomes was not uniform: the studies did not agree that generative artificial intelligence helps, but their disagreement was ordered by the stage of the process they studied.

Table 1. Characteristics of the eleven included studies.

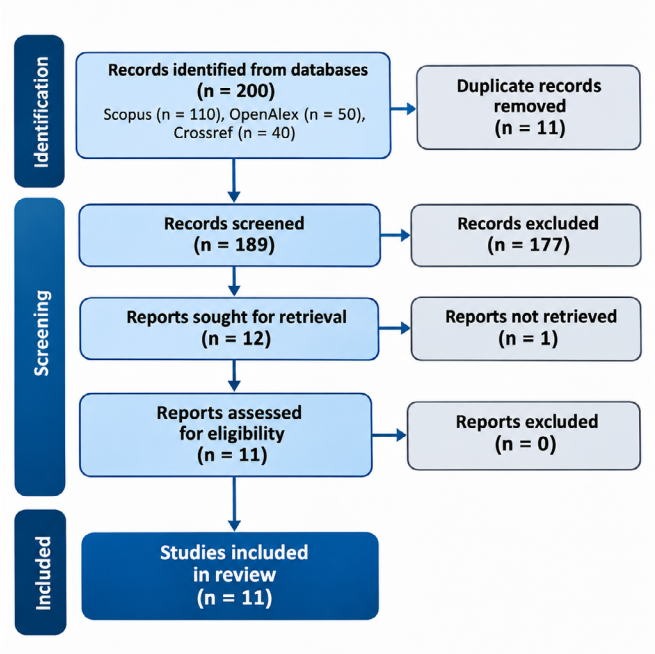
Study	Design	Stage	Main result
Pa et al. 2026	Empirical	Opportunity recognition	LLMs catalyse opportunity recognition
A. 2026	Participant observation	Opportunity recognition	Shaped latent-entrepreneur decisions
M. 2026	Field experiment	Opportunity recognition	Reduced innovation
Rezazadeh et al. 2025	Empirical	Venture creation	Redefined entrepreneurial agency
Ab et al. 2026	Empirical	Venture creation	Later-stage investment propels GenAI startups
Zhang et al. 2026	Empirical	Venture creation	Changed sustained advantage
Wu et al. 2026	Empirical	Venture creation	Machine-enabled knowledge creation
Schiavone 2022	Conceptual-empirical	Venture creation	Changes resource configuration
Fossen et al. 2024	Review	Both	Substitution and complementarity
Valentino 2026	Systematic review	Venture creation	Digital entrepreneurship models
R. 2026	Segmentation	Both	Trust as barrier or booster

Note: Stage = opportunity recognition or venture creation.

The absolute distribution made the split concrete. Of the eleven studies, three fell at the opportunity-recognition stage, six at the venture-creation stage, and two spanned both stages, and the two that spanned both supplied the review's frame rather than a single-outcome estimate.

The six venture-creation studies formed the most consistent block, while the three opportunity-recognition studies carried the divergence that the rest of this section reports. The peak of the distribution, the venture-creation block, was also the block with the least internal disagreement, and the spread of the results across the two stages is therefore at once a count and a finding.

Figure 1. PRISMA 2020 flow diagram and the distribution of included studies by stage.



The screening that produced the eleven studies revealed a pattern of its own. The searches identified 189 records after deduplication, and the exclusion of 177 at the title-and-abstract stage was dominated by a single reason, the prevalence of entrepreneurship-education studies, which

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the review excluded because they measure intention rather than founding.

The drop from 189 to 11 is steep, but the steepness is informative rather than alarming: the literature on generative artificial intelligence in entrepreneurship is large at the level of teaching and thin at the level of founding, and the thinness of the founding evidence is one reason the review's findings must be read as the current best estimate rather than as settled knowledge. The peak of the excluded records, the education studies, is itself a finding about where the field's energy has gone, and it explains why a review that insisted on empirical founding outcomes closed with eleven studies rather than with the hundreds that a looser outcome definition would have admitted.

The opportunity-recognition stage showed the sharpest divergence. Pa and colleagues[9] reported that large language models acted as a catalyst for the capability to recognize opportunities, with the tool raising the rate at which founders generated and evaluated candidate opportunities, and a generative decision-making study reported that the tool shaped the decisions of latent entrepreneurs, acting on the judgment that precedes the founding decision.[10]

The slope of the evidence reversed in one field experiment: a study of whether ChatGPT is detrimental to innovation reported a reduction in innovation among university students, a result that runs opposite to the augmentation findings and that the review retains rather than smooths over.[11] Rezazadeh and colleagues[12] framed generative artificial intelligence as a co-founder and reported that it redefined entrepreneurial agency in venture creation, which is the point where the two stages meet and where the augmentation of opportunity recognition passes into the founding action.

The peak of the opportunity-recognition evidence was therefore the divergence between the augmentation findings and the innovation-reduction finding, a divergence the Discussion attributes to the design and the outcome. The distribution of the opportunity-recognition results clustered around this divergence rather than around a single centre. The divergence is the review's clearest instance of the stage-dependence that is its central finding, because the same tool that raised the capability to recognize opportunities lowered the novelty of the opportunities recognized in the field experiment.

The reversal is the kind of result a narrative synthesis must keep rather than smooth, because it is the review's clearest evidence that the sign of the effect depends on the outcome, and a review that averaged the augmentation and the reduction would report a null that is an artefact of averaging over the outcome difference.

The venture-creation stage reported a more consistent pattern. The included studies of venture creation reported that generative artificial intelligence accelerated the formation and the positioning of new ventures, and the acceleration was the most consistent result of the review. Ab and colleagues[13] reported that later-stage investments propelled generative artificial intelligence startups, which means the technology not only shapes founding but shapes the funding that follows it.

Zhang *et al.*(3) reported that the technology changed the ability of opportunities to generate sustained competitive advantage, which bears on the durability of the venture after founding. Wu, Zahra and Hashai[4] reported that machine-enabled knowledge creation supported entrepreneurship, locating the effect in the knowledge that the founder assembles before founding, and Schiavone[2] had earlier mapped how the technology changes resource configuration in the founding process, a mapping that the later empirical studies confirm.

The trust study[14] reported that trust in generative artificial intelligence was a barrier for some founders and a booster for others, a segmentation that the venture-creation studies did not otherwise resolve and that the Discussion takes up as a moderator. The pattern in this stage was therefore a consistent acceleration, moderated by the founder's trust and skill, and the acceleration did not depend on the sector or the design of the study.

The consistency is the more notable because the studies measured the acceleration at different points along the founding path, from the knowledge assembled before founding to the funding that followed it, and the fact that the acceleration appeared at every point is what allows the review to call it the most consistent result.

The moderators that the studies reported, trust and skill, are the bridge between the two stages and the review's third result, and they deserve to be stated in their own terms rather than as an afterthought to the stage distinction.

The opportunity-recognition studies implied that the tool helps the capable founder and hinders the founder who outsources judgment, and the venture-creation studies implied the same through the trust segmentation, so the two stages, despite their different outcomes, share a single moderator structure. A founder's skill determines whether the tool is used to augment

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or to replace, and the founder's trust determines whether the tool is used at all, and the two moderators together explain the divergence between the stages better than any single-stage account could. The distribution of the moderator effects was not estimated directly in most studies, but it was implied consistently enough that the review reports it as a pattern rather than as a speculation. The pattern of the moderators is the bridge the review uses to pass from the two stages to a single account, because it shows that the stages, however different their outcomes, answer to the same condition, the founder's calibrated use of the tool.

DISCUSSION

The main finding of this review is that generative artificial intelligence plays a stage-dependent role in the entrepreneurial process: it augments opportunity recognition and accelerates venture creation, but it also introduces a risk of homogenization and judgment loss that one field experiment captured as a reduction in innovation. This finding answers the question that Fossen *et al.*(1) posed, and it does so with the empirical detail that their pre-generative review could not supply. The stage dependence is the review's contribution, and it is what turns eleven single-study results into a single account of where the tool helps and where it does not.

The divergence in the opportunity-recognition stage is best understood through the design of the studies, and the design difference is itself the explanation. Pa *et al.*(9) measured the capability to recognize opportunities and found augmentation, while the field experiment[11] measured innovation output and found reduction, and the two are not contradictory: a tool can raise the rate at which a founder generates opportunities while lowering the novelty of the opportunities generated, which is exactly the individual-versus-collective pattern that the creativity literature reports for generative models.(15)

The slope of the evidence in this stage therefore reflects the outcome measure rather than the technology, and the review's contribution is to make that explicit. The divergence is not a disagreement to be adjudicated but a distinction to be drawn, between the quantity of opportunities, which the tool raises, and the novelty of opportunities, which the tool may lower, and a founder or a funder who conflates the two will misread the technology's effect. The distinction is not a hedge but a precision, and a literature that reported only the quantity result would tell a founder that the tool is uniformly helpful, which the novelty result shows to be false in at least one condition.

The venture-creation stage is more consistently positive, and the consistency has a plausible cause. Schiavone[2] and Zhang *et al.*(3) both locate the technology's effect in the configuration of resources and the durability of advantage, which are downstream of the founding moment, and Wu *et al.*(4) locate it in knowledge creation, which is upstream. The technology helps at both ends of the venture-creation process, the knowledge that precedes the founding and the advantage that follows it, and the consistency of the acceleration across these two ends is the review's strongest positive result.

The trust segmentation[14] explains why the help is not uniform: a founder who distrusts the tool does not use it, and a founder who trusts it too much may outsource the judgment that the venture depends on, so the tool's benefit is bounded at both ends of the trust distribution. Rezazadeh *et al.*(12) capture this duality in the co-founder metaphor, which is the most economical account of the evidence, and the metaphor is more than rhetorical, because it names the risk that the tool, like a bad co-founder, will substitute for the founder's judgment rather than supplement it.

A tool that helps at both ends is a tool that a founder can adopt for the full arc of founding, from the first candidate opportunity to the funded venture, and that full-arc adoption is what the venture-creation studies, taken together, describe.

The comparison with the wider entrepreneurship literature confirms and extends the finding. The acceptance of artificial intelligence in entrepreneurial work is itself theorized, with the technology-acceptance and affordance accounts supplying the vocabulary for the trust segmentation the included studies report.(16)

The dark side of generative artificial intelligence, the risks of dependence and homogenization, is documented in the same literature that reports the gains, and the two together are the review's stage-dependent pattern written large.(17) The environmental and social entrepreneurship applications show the same duality, with generative tools enabling mission-driven ventures while raising new ethical questions about the founder's contribution.[18,19] The innovation-management perspective places the technology among the general-purpose

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tools that reshape how opportunities are generated and exploited, which is the frame in which the review's opportunity-recognition finding sits,[20] and the new-venture-creation perspective links the technology directly to the founding process, which is the frame for the review's venture-creation finding.(21)

The venture-capital perspective completes the picture by showing that the technology itself is now an investment category, with venture capital reallocating toward artificial-intelligence ventures, which means the funding that follows the founding is also shaped by the technology. (22) The Chalmers and colleagues framework[7] had earlier established that artificial intelligence bears on the entrepreneurial process through the founding, scaling and exit stages, and the empirical studies included here supply the generative-specific evidence for the founding stage that the framework anticipated but could not yet measure.

This review's relation to the reviews that preceded it is one of addition rather than correction. Fossen, McLemore and Sorgner[1] established that artificial intelligence substitutes for and complements the entrepreneur, and the present review supplies the generative-specific, stage-separated evidence that their mechanism-level account anticipated but did not measure. Valentino[5] synthesized the business models of generative artificial intelligence and digital entrepreneurship, and the present review shifts the unit from the model to the founding process, so the two are complements that read the same technology at the level of the firm's structure and the founder's behaviour respectively.

Schiavone[2] mapped the venture-creation implications that the generative wave then made empirical, and the included studies confirm his mapping at every point they touch, from resource configuration to the founding decision. The present review's addition is therefore not a new literature but a new lens, the stage distinction, that the prior reviews, each focused elsewhere, left implicit.

The sectoral and demographic applications of the technology add boundary conditions. The FinTech evidence reports that artificial intelligence catalyzes financial entrepreneurship, extending the review's venture-creation finding to a specific sector.(23) The rural and women-led entrepreneurship evidence reports that generative tools can lower the barriers for founders outside the urban and male-dominated core, which is the equity margin of the technology's effect. [24,25] The transnational entrepreneurship perspective links the technology to the opportunity recognition of migrant and cross-border founders, a population for whom the tool's text and code generation may substitute for the network and language resources that such founders often lack. (6) The mixed-embeddedness perspective situates the same opportunity recognition in the social and institutional context of the founder, which means the tool's effect is always mediated by the founder's embeddedness.(8) The artificial-intelligence-technologies perspective adds that the specific capabilities of the tool, not the general label, determine which founders benefit, a caution against treating all generative tools as one.(26) These boundary conditions do not overturn the review's stage-dependent finding, but they locate it in a broader population of founders than the included studies alone would suggest, and they mark the points where the technology's effect is likely to be largest and where it is likely to be weakest.

The risk of homogenization that the field experiment captured deserves to be stated on its own, because it is the review's clearest warning. When a large language model generates opportunities, it draws on the same distribution of patterns for every founder who uses it, and the result, in the creativity literature, is that individual output rises while collective novelty falls, the pattern that the field experiment recorded as a reduction in innovation.[11,15]

The dark-side literature generalises the warning beyond the classroom sample of that experiment to the risks of dependence and of an outsourced contribution,[17] and the environmental-entrepreneurship applications show the same duality in a mission-driven setting, where the tool enables the venture while raising new questions about the authenticity of the founder's own contribution.[18,19]

The warning is not that the tool should not be used, but that its use at the opportunity-recognition stage carries a novelty cost that its use at the venture-creation stage does not, and the distinction between the two is exactly the stage distinction that organizes the review.

The education-oriented studies, which the review excluded from its core but which dominate the surrounding literature, bear on the finding indirectly, and the indirect relation deserves more than a passing mention because it is the channel through which the technology's founding effect is likely to be realized over time. The studies of artificial-intelligence-augmented entrepreneurship education report that the tool raises entrepreneurial intention and skill.(27-39)

These studies measure the pedagogical margin, intention and skill rather than the founding margin, which is why the review excluded them, but their consistent finding that the tool raises

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entrepreneurial intention is the upstream condition for the venture-creation effects that the included studies report, and the two literatures together describe a pipeline from intention to founding that the technology accelerates at both ends.

The sectoral and demographic applications add boundary conditions that the core finding can absorb without being changed by them. The education-oriented studies that the review excluded from its core but which surround the field report a consistent positive effect on entrepreneurial intention and skill, and this is the upstream condition for the venture-creation acceleration that the included studies report, so the two literatures, pedagogical and founding, are the two ends of a pipeline that the technology accelerates at both ends. The social and environmental entrepreneurship applications report the same duality, with generative tools enabling mission-driven ventures while raising new questions about the authenticity of the founder's contribution, and the rural and women-led applications report that the tool lowers the barriers for founders outside the traditional core, which is the equity margin of the technology's effect.

The boundary conditions therefore refine the review's finding without overturning it: the tool helps most where the founder has the capability to use it well and the trust to use it at all, and it helps least where the founder lacks either. The recurrence of the same duality across these populations is the strongest evidence that the stage-dependent pattern is not an artefact of the eleven included studies but a property of the technology's interaction with the founder.

The wider artificial-intelligence and entrepreneurship literature confirms the finding and bounds it. The task-based framework predicts that a technology that automates cognitive subtasks raises the rate of task completion while leaving the judgement to the worker,[40,41] and the entrepreneurship evidence reproduces this structure at the founder level, with the opportunity-recognition effect as the judgment margin and the venture-creation effect as the task-completion margin.

The automation-and-new-tasks framework[42] explains the venture-creation acceleration as the creation of new tasks that the founder, augmented by the tool, can now perform, and the business-dynamism literature[43] supplies the aggregate context in which a technology that changes founding changes the distribution of firms. The alternative-work literature[44] is relevant because the augmented founder is often a solo or contingent worker, and the review's finding that the technology helps capable founders most is consistent with the skill-compression result that the productivity literature reports,[45] which is the same pattern at the worker level that the review finds at the founder level.

The symmetry between the worker-level and founder-level results is the review's second general claim: the technology compresses skill wherever it is deployed, and the founder is one more site of that compression. The exposure estimates that Felten *et al.* computed for occupations supply the worker-level measure against which the founder-level result can be read, and the same occupations most exposed to the technology are the ones whose cognitive tasks the generative tool now accelerates.(46)

The theoretical contribution of the review is to place the two stages on a single axis, the judgment margin and the task-completion margin, and to show that the technology's sign changes across that axis. Opportunity-recognition theory has long treated the founder's alertness and judgment as the source of a venture's distinctiveness, and the review's opportunity-recognition finding, that the tool raises the quantity of opportunities while one field experiment records a drop in their novelty, is precisely the statement that the tool moves on the judgment margin in both directions at once.(6) The venture-creation literature has treated founding as a set of tasks whose completion can be accelerated without changing the founder's judgment, and the review's venture-creation finding, a consistent acceleration across designs, is the statement that the tool moves cleanly on the task-completion margin.(21) The contribution is the pairing of the two: the same tool that is a reliable accelerator of the founding tasks is an unreliable amplifier of the founding judgment, and a theory of the technology's effect on entrepreneurship must therefore specify which margin it is touching before it can predict the sign of the effect.

The agenda that follows from the review is specific rather than general. The first test is whether the opportunity-recognition divergence is a quantity-versus-novelty effect, and it can be resolved by a single study that measures the rate and the novelty of generated opportunities in the same sample with the same tool, a study the field does not yet have. The second test is whether the venture-creation acceleration survives the founding moment, and it requires a longitudinal design that follows the ventures from founding to survival and scaling, because the review's positive result is, at present, a short-run result. The third test is whether the skill and trust moderators interact, whether a founder who is skilled but distrustful behaves like a founder who

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is trusting but unskilled, and the answer would turn the two moderators from a list into a single calibration construct. Each of these tests is feasible with existing designs, and each would convert one of the review's patterns into an estimate.

The review also contributes a methodological note about the state of the field, which future work should read as a starting condition rather than as a criticism, because the heterogeneity that forces the narrative synthesis is the normal condition of a young empirical literature and not a defect of any individual study. The eleven included studies span experimental, quasi-experimental and empirical designs and measure opportunity recognition and venture creation with non-comparable instruments, and this heterogeneity is what prevents a meta-analysis and forces the narrative synthesis. The field would benefit from a common opportunity-recognition instrument and a common venture-creation measure, and from studies that report both stages for the same founders, so that the stage-dependent pattern the review reports can be estimated as a within-founder effect rather than as a between-study pattern. This is the natural next step now that the existence and the direction of the effect are established.

The generalisability of the synthesis is bounded by its recency and its designs, and the bound is worth stating. The studies measure short-run effects in mostly developed-economy settings, and a founder in a different institutional setting, or a founder operating at a later stage of a venture, may experience the technology differently, so the review's findings should be read as the current best estimate of the technology's role at the founding margin rather than as a universal account of its effect on entrepreneurship. The mechanism that generalises, the stage-dependent division between the judgment margin and the task-completion margin, is portable to any setting where a founder uses a generative tool, and it is the mechanism, not the specific magnitudes, that the review establishes. The review's confidence is therefore highest in the pattern and lower in the magnitudes, and the pattern is the finding that a reader should carry away.

For practice, the implication is that the technology should be deployed with attention to the stage and the founder. A founder who uses the tool to recognize and evaluate opportunities will likely benefit, while a founder who uses it to replace their own judgment on the novelty of an opportunity will likely not, and the difference between the two uses is the difference between augmentation and the innovation reduction that the field experiment captured. For a funder or a programme that supports founders, the implication is that the tool should be introduced alongside training in what it can and cannot be trusted to do, because the trust segmentation the review reports means that the tool's benefit is conditional on the founder's calibration of trust. For research, the implication is that future studies should report the stage of the process and the outcome measure separately, because the review shows that the sign of the effect depends on both, and a study that reports a pooled effect across stages would reproduce the confusion that the review set out to resolve. For educators, the implication follows the education-oriented literature that the review excluded: the tool raises intention and skill, but intention must be paired with a calibrated trust and with the judgment that the founding decision requires, so curricula that teach the tool's use should also teach its limits, and the pipeline from intention to founding is only as strong as the calibration at its middle.

CONCLUSIONS

Generative artificial intelligence augmented opportunity recognition and accelerated venture creation in the included empirical studies, with the venture-creation effects the most consistently positive, and the acceleration did not depend on the sector or the design of the study. The technology also introduced a risk of homogenization and judgment loss, captured by one field experiment as a reduction in innovation, so its net effect on the entrepreneurial process is conditional on the founder's capability, on the founder's calibrated trust, and on the stage at which the tool is used, and the stage-dependent pattern is the review's answer to the question of whether the tool helps the founder see and seize opportunities.

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