



The digital revolution: Entrepreneurial threats & prospects

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Abstract

Digitization is the global phenomena & is visible in every business. Today's era is of digitization and it's changing the business patterns. The customer wants fast and flawless experience, thanks to digitization which made customers life experience just a click away. Today we all use the benefits of the digitalization irrespective of any field and business. Tailored websites, global 24x7 accesses, e-marketing making an impact on consumer behaviors along with marketing trend. Information (Awareness) in the community has increased a lot over the years and everyone witnessing a multi option and multifold choice based decision making especially from new, young and tech savvy customers, who are exhibiting high risk attitude, ready to opt & try new options. Thus digitalization changes the game or even disrupts the game of entrepreneurs. It is important for the entrepreneur to visualize the opportunity and risk of digitization based on their business area, business model, strategy, customer segment, distribution channel, revenue methods.

There is a definite need between information needed by corporate and research available on changing patterns of digitization with the globalization influence more than ever, in the startup ecosystem with technology penetration in everyone's personal and social lives, cultural mix up at multi points driving new queries on what consumers are looking for. There is a cut throat completion in all the businesses and it's getting challenging to survive and sustain the business, hence digitization has become the turnkey for majority of entrepreneurs. Digitization is becoming the lifeline of businesses as activities and workflows are getting automated thus making consumer jobs easy and hassle free, at the same time adding information overload to consumers who are yet to join digital revolution.

Keywords: digitization, entrepreneurs, technology, startups, opportunity, risk

Introduction

The objective of this paper to visualize and summaries the risk and opportunity associated with digitalization, not only creating the opportunities for entrepreneurs but also entails the risk associated with the same. In business, there is always battle between the existing entrepreneur styles to run the business based on the traditional method verses new entrant using new ways like digitization and disrupting the business of the traditional entrepreneur. There are new ways to reach, engage, track and deliver to customers which got enabled only due to digital revolution.

The opportunities for entrepreneur due to digital revolution are

Global Presence, digital revolution made easy access or transmitting the business idea globally. It provides the opportunity to an entrepreneur and global recognition with regards to their products and services.

Innovation and Creativity, Digital revolution have changed the traditional thought process with regards to business, It encourage to the entrepreneur to bring the innovation & creativity to the table in practical manner, quick try, quick fail, quick adapt.

Customer Satisfaction, It is the most important component for the success of any business, digital revolution changed the buying pattern of customer and it resulted in the evolution of

new distribution channels in the business for the hassle free services to the customers.

Social media presence, because of digitization it's easy & convenient to connect with the customer, which develops transparency between customer, service, product providers.

Encouraging entrepreneur to be more efficient and competitive, giving an opportunity to encourage entrepreneur to become more responsible and efficient to bring new products, services and be a serious competitor in the mark

Ability to build network, for an entrepreneur it's most important to build and connect the network to have the touch base with all the stakeholder and digitalization is providing the channel to create at each level.

Where the digital revolution, providing the opportunity for an entrepreneur, parallel there are risks associated with the same.

Replicating the products and Services, the major risk for an entrepreneur is providing the same set of services and products with the help of the technology. Especially in the app based services industry, where failure in the business is due to mushrooming "me-too" services.

The challenge for the venture capitalist: Start up ecosystem is growing fast and it's becoming a challenge for the venture capitalist to identify and evaluate the right risk of new business models, and what time it leads towards the failure of the business.

Entrepreneur mind set, In changing technology world, where

technology and business patterns changes at fast pace, it's very important for an entrepreneur to adapt changes and move forward with the current dynamics of the business otherwise it would be risky to continue the same pattern and be obsolete very fast.

The interest of the customer, other risk for an entrepreneur is to keep the interesting factor alive in their product and services, as the customer has a very short interest window at every stage of the used product and services.

Objective of the Study

- To identify the concept of digitalization
- To Evaluate the scope of digitalization for entrepreneur
- To identify the business opportunity for entrepreneur in digital world
- To Understand the threats & risk associated with the digitization
- To compare & analyze the role of digitization by traditional vs new entrants

Entrepreneurial Risk due to Digital Revolution

Digitization offers vital chances to business and involves threats as well. The threats are frequently genuine and quick. In this recently advanced multichannel world endeavors in different businesses that had associations with their clients and could offer products & Services. The intensive competition in the market is one of the key drivers behind the digital revolution risk to the entrepreneur. It's been identified the major competition comes from the new entrants in ecosystem and disrupters who are challenging and changing the markets and traditional business models with the very fast pace.

1. Traditional business becoming unattractive for millennials
2. Data reliability and marketing challenges are one of the primary challenge to get the target segments correct
3. Right trained staff for the changing business model, staff has to keep pace with the new technology trends for handling digital savvy customer
4. Mapping the investment to traceable returns
5. Data Vulnerability and security risk
6. Addressing the impulsive customer due to availability of information with short attention span

Entrepreneurial Opportunity arising due to Digital Revolution

There are many opportunity arising in businesses to reach, engage, track and deliver to customers which got enabled only due to digital revolution. In lot of business this has changed the playing field thus giving the opportunity to new entrants.

1. Digital revolution improving the productivity and efficiency in businesses
2. Faster turnaround time in business cycles
3. Easy reach to tier two and tier three sectors
4. Integrated sales delivery and payment method
5. Business models validation using lean approaches
6. Innovation & creativity in new business areas

Practical implication

The research will be benefitted to the entrepreneur to identify the opportunity and threats associated with the digital revolution, especially, the traditional entrepreneur in the

ecosystem in their endeavor to deal with the challenges that are growing rapidly in information and communication technologies in most of the ventures. This paper will inference the new entrants as well traditional entrepreneur to face the impact of the digital technologies on their businesses and subsequently design the effective strategies for the optimum use of the digitization for creating and sustaining their competitiveness in the market.

Conclusions

Digitization has re-imagined the conceivable outcomes of business enterprise. The obstructions of the simple world are vanishing. Disappointment is getting the chance to be to a lesser degree, beyond any doubt that a general public is prepared to see the ascent of business visionaries making an imprint in the digital universe. Business opportunity for entrepreneur in digital world is a new area to play. We understand the threats & risk associated with the digitization and opportunities that are being perceived to gain advantages, we compared and analyzed the role of digitization for traditional vs new entrants.

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