

## Think India Journal

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### International Conference on Multidisciplinary Research in Global Challenges and Perspectives of Sustainable Development

on 21th December 2019 at St. Jerome's College, Anandhanadarkudy,  
Nagercoil, Tamilnadu, India



## Digital Entrepreneurship

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### ABSTRACT

Digital Entrepreneurship represents a becoming a member of normal entrepreneurship with an emphasis on new technologies, the opportunities created by means of these technologies, and new business forms. By design, our strategy integrates the viewpoint of stakeholders from special industries which includes Computing, New Media, Business, Science, and Engineering. Digital entrepreneurship is a time period that describes how entrepreneurship will change, as enterprise and society continue to be transformed via digital technology. Digital entrepreneurship highlights modifications in entrepreneurial practice, theory, and education. Internet and cellular applied sciences are powerful equipment for creating high-value jobs and strengthening social inclusion. The Digital Entrepreneurship Program helps the increase of aggressive cell functions industries in rising and frontier markets. The key objective will be to consider the various types of computerized enterprise that have risen, and look at how they are formed by affordances of African urban settings. We utilize an expansive comprehension of "advanced enterprise", including financial procedures drove by gifted laborers and business visionaries where computerized antiquities are delivered and marketed, or where advanced stages assume a key job for esteem creation and circulation. A scope of on-screen characters falls under this umbrella: from hustling independent programming designers to build up administrators of tech firms; from imaginative and inventive action to independently employed provisional labour. Quite a bit of this action has been supported in Africa's development center points, which will be a specific core interest. These are puts in which business people, programming designers, specialist organizations, funders, and the open division have met up to form thoughts into start-up ventures. We want to see if Africa's computerized enterprise scene assumes a significant job in the advancement of the locale's information economies, and whether it is genuinely a piece of the landmass' "change", moving ceaselessly from base of the pyramid work and into higher worth included procedures, for example, programming improvement and structure.

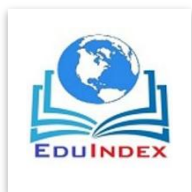
**Keywords:** Digital, Entrepreneur, Online, Programme, Technology.

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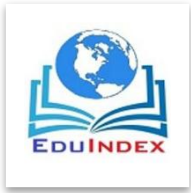


## INTRODUCTION

Computerized enterprise is comprehensively characterized as making new pursuits and changing existing organizations by creating novel advanced innovations as well as novel utilization of such advances, (European Commission, 2015). Advanced business enterprise has been seen as a basic column for monetary development, work creation and development by numerous nations including the Member States of the European Union. We contend that a country's advanced pioneering limit depends to a great extent on computerized enterprising conduct, culture, and techniques just as a strong development environment in which governments, industry, business, instructive foundations and NGOs (non-government associations) cooperate. In this way, an all-encompassing and integrative methodology is required. This examination plans to investigate the rising idea of advanced business enterprise from different disciplinary viewpoints, to be specific, data innovation and frameworks, business and the executives, just as relevant political/legitimate and financial variables and their effects in a foundational and integrative manner. For that reason, the paper builds up a theoretical model to ponder computerized business enterprise drawing on current writing and three settled hypotheses – informal community hypothesis, social capital hypothesis and institutional hypothesis. The model tends to five basic research inquiries of advanced enterprise, along these lines prompting a superior comprehension of the idea and practice of computerized business enterprise. Digital entrepreneurship two is described as encompassing "new companies and the transformation two in context to the present two organizations two through two creating two and two using new digital technologies. Digital two agencies two are characterized two through two intensive two use two of two new two digital technologies two (including two social, two mobile, analytics and cloud computing solutions) two to improve two enterprise operations, two invent two new two (digital) two enterprise models, refine business two intelligence, two and two interact two in talk with customers two and stakeholders by means of new technologies. However, it two is essential to emphasize that two there two is a difference between "digital entrepreneurship" two and "digital commerce" two in widely wide-spread and two "digital two start-ups" and two "digital scale-ups," which we two believe, provide two extra two perspective. This review paper two discussed two the digital entrepreneurship and two challenges, two possibilities two of digital entrepreneurship, two and scope two in two context two to two digital marketing as a commercial enterprise owner.

## STATEMENT OF THE PROBLEM

An investigation issue is a declaration around a zone of concern, a condition to be improved, an inconvenience to be abstained from, or an irritating request that exists in astute composition, on a fundamental level, or before long that concentrations to the necessity for huge understanding and intentional assessment.



## **NEED FOR THE STUDY**

The objective of an exploration proposition is to show and legitimize the need to examine an examination issue and to display the down to earth manners by which this examination ought to be led. The plan components and methods for leading the exploration are administered by norms inside the prevalent order in which the issue dwells, so rules for investigate recommendations are more demanding and less formal than a general venture proposition.

## **OBJECTIVES OF THE STUDY**

- ✓ To improve knowledge on modern technologies to upcoming students and all who interested to start business.
- ✓ To develop and research new things related things about digital entrepreneurship to make unemployment issues.
- ✓ To announce information about digital entrepreneurship to the random respondents in Thanjavur.

## **RESEARCH METHODOLOGY**

Sound situation by green improvement is the key wellspring of primary information are gathered from the stars via a universal made review. As the vicinity of study is stored to Thanjavur and as the full-scale masses is numerable, the professional has proposed the discretionary assessing buildings are used for the assessment. To see the pros which are different than amazingly key for the get-together of quintessential facts the running with method has been understood shrewdly. Finally, 60 respondents had been analysed into parts that goad them to wrap up a realistic specialist and it is moreover for new affiliation people.

## **COLLECTION OF DATA**

This research paper information is from essential facts and secondary data. The structured Questionnaire and others secondary details from E-Books and References.

## **SAMPLE TECHNIQUE**

The researcher who has adopted convenient and random sampling method.

## **STATISTICAL DATA ANALYSIS AND INTERPRETATIONS**

### **CHI-SQUARE TEST**

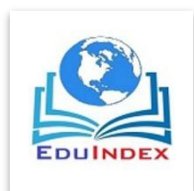
For the calculation for the chi-square test the researcher considered the factors **educational status of the respondents (10th, +2, UG, PG and Professional) and the awareness of digital entrepreneurship to people in Thanjavur (high, medium and low)**

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	Calculated value	Tabled value
Chi-square	3.0556	11.592

Hence the Researcher Accepted the Hypothesis because the calculated value is less than the table value.

### RANKING METHOD

Particulars	Rank
Website Marketing	1
Pay-Per-Click (PPC)	5
Content Marketing	3
Email Marketing	4
Social Media Marketing	2
Video Marketing	6

Most of the Digital Entrepreneurship are using Website Marketing(WM) and Social Media Marketing (SMM) as a marketing platform to reach their product promotions to targeted consumers.

### FINDINGS

educational status of the respondents (10th, +2, UG, PG and Professional) and the awareness of digital entrepreneurship to people in Thanjavur(high, medium and low). Most of the Digital Entrepreneurship are using Website Marketing (WM) and Social Media Marketing (SMM) as a marketing platform to reach their product promotions to targeted consumers then the Content Marketing, Email Marketing, Pay-Per-Click (PPC) and the Video Marketing.

### SUGGESTIONS AND RECOMMENDATIONS

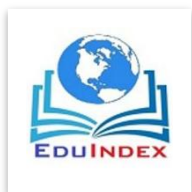
Starting your own commercial enterprise as an entrepreneur can be one of the most lucrative experiences that life offers. It is additionally vital to preserve a sure level of point of view about this process. You have to knowledge and trip about a specific area, you can provide your offerings as an guide and consultant. You can also create plans and applications with reductions for these customers who want to appoint a number of hours of your services. you ought to passionate about instructing and have expertise and ride about a realistic topic, you can create and market your own on line direction and Digital

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Strategy and Social Networking Administration. These are some of the kinds of digital data merchandise you can create: eBooks, on-line courses, membership to structures with equipment and information, Templates, Plugins, Audiobooks, videos, software program and applications. If you have done all these recommendations, Digital Entrepreneurship will go to peak status.

## CONCLUSION

Digital advances two offer big two boom two opportunities; however, two they two assume two commercial enterprise visionaries two to completely misuse two their economic achievable as a base for two new two companies or an impetus two for two altering built-up two businesses. two Cloud computing basically lessens specialised limitations and hypothesis boundaries to offering new digital gadgets and two administrations two for sale to the public. In any case, with the minimize of these barriers, substantially two more accentuation be put two on making two the two herbal two privilege two prerequisites (skills, two commercial enterprise two cycle two guideline, two infrastructure and access to capital, for two instance) two that empower digital business two visionaries two to succeed. two Guaranteeing reasonable, uninterrupted, secure, and two promise in access two to two technology, together with two large-scale cloud technology, two is fundamental two to evacuating two boundaries to digital business individual achievement. In two any two case, to two empower digital enterprise visionaries to extend the two blessings two that entrance two to infrastructure can offer, two the job two of policymakers two in making the conditions for two the two increase of two new digital business models, items and two administrations two are winding up regularly significant. It two is two in particular imperative to empower digital business visionaries two in creating nations to two make new two markets, two misuse existing markets, two and incorporate two into two worldwide worth two chains.

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