

Innovative Frontiers: Unveiling The Nexus Of Technology And Entrepreneurship Development

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Abstract

The Indian economy comprises a wide range of enterprises and businesses, which have played a crucial role in its survival. Industry leaders have successfully adapted to changing times and catered to the market's needs, ensuring the economy's resilience. Each small business holds significant value in the overall economy, and its absence would be detrimental to its survival. However, a business must also strive to sustain itself by constantly evolving to meet market demands and customer expectations. Industriousness, innovation, and resourcefulness are vital traits in every business. Companies that exhibit greater innovativeness are more likely to succeed in adapting to changing environments and developing new capabilities, resulting in improved performance. The present study focuses on exploring the creative and innovative approaches employed by start-up entrepreneurs. Additionally, it examines the impact of innovation and technology on business development. Data was collected through a combination of in-depth interviews and telephone questionnaires with entrepreneurs who initiated their enterprises in Mangalore between January 2015 and June 2023. Statistical techniques were employed to examine the association between innovation and entrepreneurship development. The study's findings offer valuable insights for new entrants, emphasizing the importance of incorporating innovation and advanced technology in their business setups.

Keywords: *Innovation and Technology, Entrepreneurship, Market, Economy's Resilience, Entrepreneurs.*

1. INTRODUCTION

The Indian economy comprises a wide range of enterprises and businesses, which have played a crucial role in its survival. Industry leaders have successfully adapted to changing times and catered to the market's needs, ensuring the economy's resilience. A small business is definitely important to the economy as it contributes a lot for the growth of the country's economy. But a business must sustain itself, be able to fulfil the demands of the community and the people.

1.1 ENTREPRENEUR AND ENTREPRENEURSHIP

A person who starts and runs their own business or endeavours, taking up financial risks in the hope of making a profit, is referred to as an entrepreneur. Entrepreneurs are frequently viewed as risk-takers and innovators who identify opportunities and develop innovative goods and services according to market demands.

Entrepreneurship is the process of setting up a new company or activity or assuming responsibility for developing new, innovative products and services. It involves identifying opportunities, accumulating resources, and taking measured risks in the hope of financial success and having a constructive impact on society.

1.2 INNOVATION IN ENTREPRENEURSHIP

Entrepreneurship depends on innovation, which involves the introduction of new ideas, solutions, or methods that result in significant improvements or advancements. Successful business owners frequently use innovation to differentiate themselves from the competition, add value to their customers, and acquire an advantage over their rivals. Although innovation is a strong force in enterprise, it also has some difficulties. Entrepreneurs may run into legal obstacles or suffer resistance from established market participants. Entrepreneurs may overcome these obstacles and use innovation to move their businesses toward development and success through the use of dedication, market research, strategic planning, and adaptability.

1.3 INNOVATION TECHNIQUES TO ENTREPRENEURSHIP:

Entrepreneurial innovation involves employing innovative and creative methods to launch and expand a company. These innovative approaches can help entrepreneurs stand out from rivals, get past obstacles, and take advantage of new opportunities.

Innovation is vital for entrepreneurship because it enables organizations to come up with new methods to address issues, provide value to clients, and remain competitive. Here are some methods and practices that business owners can use to encourage innovation Airbnb, Tesla, Amazon, Slack, Beyond Meat, Uber.

Entrepreneurs may successfully navigate the dynamic business environment and build businesses that have a good and long-lasting influence by implementing these innovative techniques and strategies. In order to encourage team members to collaborate, take measured risks, and experiment on new ideas, it is crucial to cultivate an innovative culture within the company. An ability to learn from mistakes and build on creative thoughts is a crucial component of successful entrepreneurship, but keep in mind that not all ideas will be successful.

2. LITERATURE REVIEW

Dr. Ahmed Shakir Al-Askari stated in his study that there are connections among the ideas of marketing, innovation, and entrepreneurship. Because the development of new, distinctive, high-quality products and services serves as the basis for entrepreneurship in industry. This relationship has an impact on the development of an entrepreneurial marketing strategy. A strong foundation of creativity and entrepreneurship is required for successful marketing strategy planning, and this foundation is seen as a crucial intellectual component of such planning.

Zaixu Wang et.al mentioned in his study that Innovation management is the commercial application and exploitation of original ideas, investigations, and innovation practice in a group to promote and make possible new concepts and business opportunities. It involves the application of innovative processes as well as innovation strategy, culture, and thought management. Through a review of the literature, his paper examines the management innovation and entrepreneurship of innovation management. A thorough theoretical review has been conducted by innovative management in the banking industry, education, manufacturing, government, and the hotel business. As well as attempting to convey an overall impression of innovation, management, creativity, and trustworthy system.

Liu et.al, this study intends to investigate how the new entrepreneurial component affects the businesses in the setting of digital transformation. Beijing, Shanghai, Guangzhou, Shenzhen, and other high-tech industries represented by innovative companies are studying the relationship between entrepreneurship and enterprise innovation performance.

3. OBJECTIVES OF STUDY

The following were objective of the research.

- To understand the concept of innovation
- To know the application of innovation in the various areas of entrepreneurship
- To understand the awareness of innovation among entrepreneurs.
- To study impact of improvement factors on manufacturing and service industries
- To understand the problems faced by the entrepreneurs in adopting innovation if any.

4. RESEARCH METHODOLOGY

The information collected for the study was collected by primary and secondary data.

- Population: Entrepreneurs of small-scale industries in Dakshina Kannada District (Manufacturer and service providers) (unknown)
- Sample Area: Dakshina Kannada district. (Karnataka, India)
- Sample Units: Entrepreneurs engaged in manufacturing and service sector
- Sampling Method: Non-Probability-Convenient Sampling
- Data Collection Techniques: Interview and questionnaire
- Sample Size: Total 30 (15 Entrepreneurs engaged in Manufacturing and 15 Entrepreneurs engaged in Service industry)

4.1 HYPOTHESIS OF THE STUDY

(H0): There is no significant relationship between the type of the organization and improvement factors due to innovation

(H1): There is a significant relationship between the type of the organization and improvement factors due to innovation

5. RESULT ANALYSIS

- It was found that 20% respondents were having age below 30 years. 50% respondents were from the age group of 30 to 40 and remaining was from more than 40. The percentage of female entrepreneurs was 25% while remaining were male entrepreneurs.
- It was understood that only 25% entrepreneurs were having their post-graduation, while 40% respondents were graduate and remaining were completed their H.S.C or S.S.C, 60% respondent's business were old than five years, 40% respondent's business was less than five years.

Table.1. Motives to start new business

| | Rank | 1 | 2 | 3 | 4 | 5 | Weighted Average | Rank |
|-----|---|----|---|---|---|----|------------------|------|
| | Weight | 5 | 4 | 3 | 2 | 1 | | |
| | Motives | | | | | | | |
| 1. | Cheesed of from present job | 4 | 8 | 5 | 6 | 7 | 5.73 | VIII |
| 2. | To develop own business idea | 12 | 7 | 4 | 4 | 3 | 7.40 | II |
| 3. | Government policies and schemes | 13 | 6 | 4 | 4 | 3 | 7.47 | I |
| 4. | Influence and encouragement by family members, friends and relatives | 8 | 8 | 7 | 5 | 2 | 7.00 | IV |
| 5. | More Career Advancement | 6 | 4 | 3 | 7 | 10 | 5.27 | X |
| 6. | Previous experience or association with same or similar line of business activity | 10 | 7 | 7 | 4 | 2 | 7.27 | III |
| 7. | To gain social prestige | 8 | 5 | 6 | 6 | 5 | 6.33 | VI |
| 8. | To secure self-employment or independent living | 6 | 7 | 7 | 5 | 5 | 6.27 | VII |
| 9. | Desire to earn more money | 9 | 8 | 4 | 5 | 4 | 6.87 | V |
| 10. | To utilize better opportunity in the market | 4 | 5 | 2 | 9 | 10 | 4.93 | XI |
| 11. | Introduction of new product | 4 | 6 | 7 | 3 | 10 | 5.40 | IX |

Source: Survey**5.1 INTERPRETATION**

There are some definite motives behind starting up any business, various motivational factors were considered and checked the opinion by the respondents and understood the highest as well as least rank for motivational factors. It was found that government policies and schemes are highly motivated to respondents, second rank were given by the respondents to development of new ideas. People want to explore their own ideas through setting up new business. Third preference was given by the respondents to previous experience or association with same or similar line of business activity. It was found that most of the entrepreneurs running either previous business or new business in association with the previous business. Fourth rank was given by the respondents for Influence and encouragement by family members, friends and relatives. Fifth rank was given to desire to earn money. Sixth preference was given for the social prestige. Seventh preference was given to secure self-employment. As per the respondents, eighth rank was given to fed up from present job due to the insecurity and less payments. As per the opinion of the respondents ninth rank was for introduction of new product in the market due to the fear of innovation and risk of investment. Tenth rank was given for more career advancement as less people wanted to develop business due to the need of progress in the career. The last preference was given by the respondents to utilize better opportunities in the market.

Table.2. Efforts taken by the entrepreneurs to enhance the skills within them

| Entrepreneur Skill development techniques | No. of Respondents |
|--|--------------------|
| Training session for increasing general business management skills | 18 |
| Training session for marketing and sales skills | 06 |
| Program for financial management skills | 06 |
| Learn advance technology and knowhow through experts | 05 |
| Participation in trade fair within country | 12 |
| Visited abroad to study the same type of businesses and advanced Techniques. | 02 |

Source: Survey

It was found that all respondents are taking enough efforts to upgrade their skills within them to become a successful entrepreneur. Most of the businessmen (18) attaining training session for increasing general business management skills to develop management skills. Twelve respondents were having the opinion that they are improving their skill through participating in trade fairs within country they think attaining the fairs can increase the ability to identify the areas of development. Six respondents are attaining the training programs which help to upgrade the financial management skills. Another set of respondents (6) also wants to attend the training sessions to upgrade their sales and marketing skills. Few respondents are (5) adopting new techniques and knowhow through experts in the related field whereas very less respondents are enhancing the skill by visiting same types of business in abroad to understand new technology adopted by the other countries.

Table.3. Implementation of innovation for business development

| Response | No. of Respondents | Percentage |
|----------|--------------------|------------|
| Yes | 30 | 100 |
| No | 0 | 0 |

Source: Survey

It was observed that all respondents irrespective of manufacturing as well as service entrepreneurs are adopting innovation for the development of business. The majority of the respondents were trying for grants and assistance in order to bring innovation in their business and only 10% respondents have not applied because they were not aware about such grants and assistance. So, lack of information was one of the reasons for not using the available grants and assistance which is given by various institutions/authorities. It was seen that the majority of the service industry respondents have changed their premises as a part of innovation. When the question was asked regarding the change in staff 40% respondents responded, that they have replaced their staff from time to time while 20% have changed as per the seasonal requirements. It was observed that very few respondents were going for exports so from the research it can be seen that export can be one of the emerging areas where the business can be extended. As a part of innovation in business, many respondents have gone for franchise of various products.

Table.4. Ways of innovation adopted by entrepreneurs

| Ways of innovation adopted by entrepreneurs | Always | | Sometimes | | Not at all | |
|---|----------|-------|-----------|-------|------------|-------|
| | <i>n</i> | % | <i>n</i> | % | <i>n</i> | % |
| I have applied for grants and assistance | 12 | 40 | 15 | 50 | 5 | 16.67 |
| I have increased the premises of the business | 10 | 33.33 | 8 | 26.67 | 12 | 40 |
| I have increased the staff for the business | 12 | 40 | 6 | 20 | 12 | 40 |
| I have tried for exports | 4 | 13.33 | 2 | 6.67 | 24 | 80 |
| I have tried to take franchise for various products | 10 | 33.33 | 8 | 26.67 | 12 | 40 |
| I have sold my products through modern marketing medias (Tele. Calling, online Selling) | 15 | 50 | 8 | 26.67 | 7 | 23.33 |
| I have used the money generated through the business in business only | 11 | 36.67 | 7 | 23.33 | 12 | 40 |
| I make changes in my products/services | 9 | 30 | 14 | 46.67 | 7 | 23.33 |
| I seek advice from the experts wherever necessary | 9 | 30 | 18 | 60 | 3 | 10 |
| I have adopted new technology | 9 | 30 | 10 | 33.33 | 11 | 36.67 |
| I concentrate on customer satisfaction | 15 | 50 | 13 | 43.33 | 2 | 6.67 |

Source: Survey

Majority of the respondents were using innovative ideas to increase their business; 60% respondents were using the money for their business which is generated through the business but 40% respondents were unable to use it for business purpose because of their financial and family problems. 75% respondents were interested in changing their products and services from time to time which indicates that there is awareness in the respondents about the innovation. The 90% respondents were ready to seek the advice from the experts which shows the quality of entrepreneurs and which is good for the business development. It was found that 62% respondents were changing their technology and the remaining respondents could not switch to a new technology due to lack of financial Assistance, non-availability of information regarding the technology. Majority of the respondents were concentrating on customer satisfaction which seems to be a good indicator for development of business.

Table.5. Association between type of organization and improvement factors due to innovation

| Type of Organization | Improvement Factors | | | | | | | Total |
|----------------------------|---------------------|--------|---------------------|-------------------------|-------------------|----------------------------------|---------------|-------|
| | Sales | Profit | Production Capacity | Product/Service Quality | Public reputation | Information & technology service | Delivery time | |
| Manufacturing Organisation | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 15 |
| Service Organisation | 2 | 2 | 1 | 3 | 2 | 2 | 3 | 15 |
| Total | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 30 |

Source: Survey

5.2 CALCULATION OF DATA BY USING CHISQUARE TECHNIQUE

Table.6. Chi- Square Table

| <i>O_i</i> | <i>E_i</i> | <i>O_i - E_i</i> | $(O_i - E_i)^2$ | $(O_i - E_i)^2/E_i$ |
|----------------------|----------------------|--------------------------------------|-----------------|---------------------|
| 3 | 2.5 | 0.5 | 0.25 | 0.1 |
| 2 | 2 | 0 | 0 | 0 |
| 3 | 2 | 1 | 1 | 0.5 |
| 2 | 2.5 | -0.5 | 0.25 | 0.1 |

| | | | | |
|---|-----|------|------|------|
| 2 | 2 | 0 | 0 | 0 |
| 1 | 1.5 | -0.5 | 0.25 | 0.17 |
| 2 | 2.5 | -0.5 | 0.25 | 0.1 |
| 2 | 2.5 | -0.5 | 0.25 | 0.1 |
| 2 | 2 | 0 | 0 | 0 |
| 1 | 2 | -1 | 1 | 0.5 |
| 3 | 2.5 | 0.5 | 0.25 | 0.1 |
| 2 | 2 | 0 | 0 | 0 |
| 2 | 1.5 | 0.5 | 0.25 | 0.17 |
| 3 | 2.5 | 0.5 | 0.25 | 0.1 |
| | | | | 1.93 |

Calculated Value = 1.93

Degree of freedom = $(r-1)(c-1) = (2-1)(7-1)$

Degree of freedom = 6

Table Value = 12.59

Calculated Value < Table Value $1.93 < 12.59$

Inference: Since calculated value is less than Table.6 value we accepted the (H_0) and rejected alternative hypothesis (H_1). Hence there is no significant relationship between the type of the organization and improvement factors due to innovation. It was found that, an improvement in the organization is definitely possible if you adopt the innovative techniques effectively.

6. CONCLUSION

Innovation and advancement of technology plays an important role in the development of entrepreneurship country like India. The present study was focused on the motives to start new business, efforts taken by the entrepreneurs to enhance the skills within them, ways of innovation adopted by entrepreneurs and association between type of organization and improvement factors due to innovation. It was found that there are various motivational factors affecting on the development of entrepreneurship and the most motivating factor is government policies and schemes supporting to various business. Most of the entrepreneurs are taking efforts to enhance skills and adopting innovation through training. Through the research it was found that, there is no relationship between types of organization and the improvement in the business due to adoption of innovation and technology.

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