



## Entrepreneurship at Digital Era

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### Abstract

This research aims to know about the entrepreneurship as one of the key issues related to many aspects, including its relevance to the economic, business and employment. The researches on entrepreneurship are the references to identify the success factors which supported the entrepreneurial success. The internet development in the digital age indirectly influenced the entrepreneurial ethos. It is not only influenced by the market potential and product innovation, but also by the commitments to entrepreneurship education and training model. Therefore, the studies on entrepreneurship in the industrial and developing countries are attractive. It is relevant to the internet era which provided opportunities for the development of entrepreneurial ethos, especially for the younger generation.

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## INTRODUCTION

Entrepreneurship currently appears as an important issue in global trade era because it relates to both economic growth aspects and employments. Entrepreneurship can contribute to the economic growth in both developing and poor countries. This indirectly confirms the importance of entrepreneurship to the economy. Encouraging entrepreneurship to grow is crucial but it is not easy for achieving that goal. Many problems come up for supporting entrepreneurship not only in industrialized countries but also developing countries (Steenekamp, et al., 2011). These facts have made various researches widely open to be developed. Shane and Venkataraman (2000) defined entrepreneurship as a process of discovery, evaluation and exploitation of opportunities. The theoretical study of entrepreneurship shows that entrepreneurship can grow well because of one's external and internal drives. Internal drives cover willingness for changing life and improving welfare. This indicates that the stronger ones' internal drive, then they will be motivated to join entrepreneurship. Further, the internal factors consist of rapidly growing environmental conditions and increasingly complex reality of life demands (Al-Dajani & Marlow, 2013).

The synergy between internal and external drive will strengthen entrepreneurship potential, so that, the government has a commitment to support the national movement on the ethos of entrepreneurship. Next, the government has a duty to issue the rules of entrepreneurship development. The rules of banking and funding should be issued as capital problem. They become important aspects in entrepreneurship too. Eventhough, capital is not the main obstacle in entrepreneurship, but it is undeniable that capital becomes a classical issue in business. Here, the capital can be obtained from debt or one's money (Kwong, et al., 2012).

One's understanding of entrepreneurship improves nowadays, so that, many researchers pay more attention on it (George & Bock, 2011). Some researches have showed various aspects that contribute to the success of entrepreneur. The findings have been references for growing the entrepreneurial ethos (Dawson & Henley, 2012). Moreover, the findings of researches can be as references to map the obstacles of entrepreneurship and to develop the future researches. For future researches, theoretical development from various observational setting for the success of entrepreneurship will be studied

## METHODS

The study of entrepreneurship can not be separated from the phenomena appears, so that, the observational setting to the findings of researches are also noticed. Entrepreneurship is still interesting to be explored since it can enrich one's mind widely (Grégoire et al., 2011). However, to contribute and develop digital entrepreneurship, it is necessary to identify the various branches of entrepreneurship study (Bansal and Corley, 2011). Furthermore, the researches done include various problems and complicated factors that determine the success of entrepreneurship (Jones, et al., 2011; Teixeira, 2011). The facts show that the studies of entrepreneurship cannot neglect some factors such as capital, marketing and market. It means that the correlation between each successful entrepreneurship factor can be a reference for future researches and research gaps (George & Bock, 2011). The successful factor of entrepreneurship is urgently needed, so that, entrepreneurship in digital era is interesting to be explored deeper. Finally, there are some aspects to be studied:

## RESULTS AND DISCUSSION

### Entrepreneurship and Young Generation

Young generation is one of interesting objects to be studied; especially, about their real entrepreneurship potential. It is based on an assumption that the quantity of young generation increases and their quality also develops. This phenomena occurs not only in industrialized countries but also in developing countries. Then, it encourages the development of researches involves young generation. The researches done do not only focus on the increasing number of unemployment, but also the issue of employment at the formal sector. This reflects how important the development of entrepreneurship for young generation is (Steenekamp, et al., 2011).

The entrepreneurship findings, exactly on young generation becomes current and attractive issues in both developed and developing countries. In developed countries, there are many literatures discuss about internal motivation and willingness of young generation to get involved at entrepreneurship (Krueger et al., 2000).

The underlying assumption is that young generation becomes the reference to the continuity of generation. Further, the interest of youth to entrepreneurship has been an issue and a control to economic growth. The study of entrepreneurship also emphasizes on whether entrepreneur-

ship can be created and trained. It is because that not all of youths are interested in starting up a business and not all of businesses can be successful. This reality is as a reference to identify successful factor of entrepreneurship done by youth.

The youth's interest on entrepreneurship can not be separated with formal sectors. This means that if formal sectors are still considered as a promising thing for the improvement of one's welfare and social status, youth will underestimate the role entrepreneurship. In this case, mindset of working means one works at formal sector. Unfortunately, it can discourage youth to trigger entrepreneurship. Government should build a mindset that success can be reached by both joining entrepreneurship and working at formal sector. Here, building mindset means foster the entrepreneurial ethos indirectly. If the mindset building succeeds, youth contribution to economic will develop, especially through entrepreneurship (Steenekamp, et al., 2011). The proposition constructed in this study is:

$P_1$  = Younger generation groups have higher interest to entrepreneurship than other groups without young generation.

#### **Entrepreneurship and Online**

Digital media grows rapidly as a consequence of internet and the internet tariff. Commonly, the affordable tariff of internet plays great and unique roles in providing new forms of external drive to support the spirit of entrepreneurship (Andersen, 2005; Katz et al, 2003). Then, it can also market the products to customers widely (Chandra & Coviello, 2010). This phenomena gives bigger opportunities in entrepreneurship in both developed and developing countries. The fact shows that the issued policies and regulation also support the digital media and automatically, they foster the development of entrepreneurship. In one side, this condition provides enormous opportunity for entrepreneurs to run new businesses. However, on the other side, high competition between entrepreneurs will be very high and this should not be ignored (Cumming & Johan, 2010).

Competition and internet at era of digitization media give chances for the development of high competitiveness (Reuber & Fischer, 2011). Competitiveness is crucial for winning the competition, so that innovation is always required. In this case, the ethos of entrepreneurship does not only refer to product value, but also product and market innovations. The consequence of innovation demand is that traditional offline marketing model should be shifted into online transaction model. Then, offline services is shifted into the

online one. This phenomena support the growth of online shopping not only in industrialized countries, but also in developing countries. Online service and online transaction model can not be separated from less cash society too. It causes in cash transaction is increasingly abandoned. Online transaction is apart of lifestyle and commonly, it is called as e-lifestyle as all service models are online based (Sullivan & Meek, 2012). Online transaction that supports business and entrepreneurship are mostly chosen as a result of one's high mobility. The transaction constraints can not be limited by time and space. Further, this should be supported by infrastructures, include hardware or software. The promising convenience such as self-service technology lets the customers become independent. They will not rely on customer services anymore. This means self-service technologies, internet development, affordable tariff of internet, and high mobility of individu influence the e-lifestyle indirectly, so that, entrepreneurship should involve those three synergies. The second proposition that can be constructed from this study is

$P_2$  = Online transactions and service models provide more convenience than offline transaction and service models.

#### **Entrepreneurship and Industrialized Countries**

The dichotomous fact between developed and developing countries gives changes in the paradigm of entrepreneurship development. On the one hand, the fact illustrates that entrepreneurship at developed countries grows rapidly, while on the other hand the development of entrepreneurship at developing countries should not be underestimate because the potential of economic growth and the market attractiveness widely open there. The use of internet and innovative technology gives positive effect to the interest and ethos of entrepreneurship in developed (industrialized) and developing countries (Moore, et al., 2011).

Identification on various findings and on observational setting in industrialized or developed countries have shown illustration of obstacles appear. Next, they become references for developing the further model of entrepreneurship. At least, the mapping of entrepreneurship in some industrialized countries has explained how a model of entrepreneurship can be developed, so that, it gives added value and improves sustainable welfare. This is important since each model of entrepreneurship has its own uniqueness. It can not be generalized and implemented concretely. This means that different observational setting as well as the background will influence the success-

ful factor that supports the development of ethos and entrepreneurial commitment (Hirschi & Fischer, 2013).

Based on research findings, the entrepreneurship potential tends to increase in developing countries. This becomes a reference to create a model. The model will be used to develop entrepreneurship both in developing and developed countries. This means that the result findings in developing countries and in developed countries can be different. Moreover, there should be synergy between cases occur at industrialized and developing countries for knowing entrepreneurship issues. These facts indicate that entrepreneurship model as well as its successful factors needed in industrialized and developing countries are different. Then, the third constructed proposition for this study is

$P_{31}$  = The entrepreneurship model in industrialized countries is more developed than models in developing countries.

$P_{33}$  = Successful entrepreneurial factors in industrialized countries are more complex than in developing countries

### **Entrepreneurship and Education**

Classical question relate to entrepreneurship is whether entrepreneurship can be created or doomed. This appears because of the urgency of entrepreneurship and the lack of entrepreneurs in industrialized and developing countries. Therefore, identification of successful factors and the ways to solve problems should be important references for further research (George & Bock, 2011). Generalizations of research results, whether occurring in industrialized countries or in developing countries, can not be directly or concretely applied because each of them has a different set of observations. It indicates that there is not any single model that can answer the question of entrepreneurship (Kumar, 2013; Javadian & Singh, 2012).

Initially, the main goal of entrepreneurship is the growth and expansion of organization through innovation and creativities. In fact, it is not for having profit (Suhermini & Safitri, 2010). In the past, having entrepreneurship spirit was not absolute. Society still considers that being an entrepreneur is one's destiny. Entrepreneurship can be studied, imitated and innovated. Every one can have the opportunity to be a successful entrepreneur. Moreover, government regulation has provided an opportunity too for everyone to do entrepreneurship, regardless of his business, so that, various models of entrepreneurship education have been developed.

Entrepreneurship education can be conducted by implementing mentoring method and or business consultation. Developing entrepreneurship should be done in teaching and learning process. Further, it is actually explained at the curriculum. Actually, this emphasizes that entrepreneurship can be created at the teaching and learning process formally and informally. Based on above explanation, entrepreneurship should be taught at vocational schools, so that, it will decrease unemployment from universities' graduates (Anggraeni & Harnanik, 2015). In fact, the number of job seekers and job vacancies in Indonesia are not balanced (Amalia & Hadi, 2016). It should be solved as it will have negative effects to this country such as poverty, crime and social inequalities (Atmaja & Margunani, 2016).

Entrepreneurship can be created by implementing good educational model. Based on that understanding, some questions can appear. First, are educated people more successful than the uneducated ones? Second, are people with formal education more successful than the ones with informal education? Those two questions become interestingly studied, mainly about the entrepreneurship development in both industrialized and developing countries. Then, the fourth propositions that can be constructed are

$P_{41}$  = An individual gets the model of entrepreneurship education is more successful than the one who does not have any entrepreneurship education.

$P_{42}$  = An individual gets formal education of entrepreneurship is more successful than the one with informal education

### **Entrepreneurship and Training**

Basically, entrepreneurship is a practice. In this case, an education model without practice can not create a successful entrepreneur. Then, problems relate to entrepreneurship such as capital, product innovation, marketing and competition can not be overcome. (Gonzalez-Alvarez & Solis-Rodriguez, 2011). Entrepreneurship is learning by doing, so that, there should be practices in entrepreneurship education. The training model for successful entrepreneurial factors can be developed in various ways, for example whether the training should be massed or classical training. Moreover, the training model can also be done by having mentor or implementing a periodically structured training (Kyrgidou & Petridou, 2013).

The diverse option of entrepreneurship models, indirectly, influence alternative entrepreneurship development, so that, they can support a successful entrepreneurial model. Unfortunately-

ly, there is not any appropriate model for answering many entrepreneurship problems. Therefore, trial and error trainings are implemented mostly. This essentially refers to the findings of empirical studies synchronized with observational setting of each case (Kumar, 2013; Javadian & Singh, 2012). This means the training model in one case has possibility for not being able to be applied to another case with different observational settings.

The identification of each training model for entrepreneurship provides chances to innovate the training models. Every entrepreneurship problem appears encourages ones indirectly to formulate an applicable and appropriate model of training. In other words, every entrepreneurship problem influences the model of training directly. Further, one thing that should be noticed is the different influences between formal and non-formal training for solving entrepreneurship problems

The entrepreneurship training is very important as well as entrepreneurship education. Therefore, learning by doing becomes the reference to support the education and training models of entrepreneurship. Then, successful entrepreneurial factors can be realized

Actually, the model of formal and non formal trainings are rather different, but the goals are similar. However, the distinctions can be references to build an effective model. Then, it supports to support successful entrepreneurial factors in both industrialized and developing countries. Then, the fifth prepositions are written as follows

$P_{51}$  = An individual gets a model of entrepreneurship training is more successful than the one without entrepreneurship training.  
 $P_{52}$  = An individual gets formal eneterpreneurial training is more successful than the one with informal entrepreneurial training

## CONCLUSION

Entrepreneurship is an important factor as it contributes to the development of a country. Then, the mapping of successful entrepreneurial factors become the reference of future researches and research gap. Many various successful factors emerge because of various problems. The factors become references to see the observational setting appear. In addition, the generalization from a number of researches can not guarantee that obstacles relate to entrepreneurship in both industrialized and developing countries can be solved.

The dichotomy of various entrepreneurship cases in both industrialized and developing countries, education models which are imple-

mented, training model which become references, the phenomena of online services are the impacts of internet development and the roles of young generation in entrepreneurship. This becomes trending and crucial issues in digital era, especially about the comitment of growing entrepreneurship. The diversity of factors support the success of entrepreneurship become the answers of entrepreneurship problems indirectly. Therefore, the generalization obtained from various results of researches are not directly addressed to all the issues of entrepreneurial failure.

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