

Study on the Dynamic Role of Digitalisation in Entrepreneurship

Aakash Yadav¹, Bagoria Kuber², Momin Aman³
Asst. Professor¹ and SYCS^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *Entrepreneurship is the driving force behind economic and cultural progress. Entrepreneurship education facilitates the advancement of novel entities, the optimized utilization of established expertise, competencies, and inventive capacity, and the cultivation of entrepreneurial mindset in society. The pervasive utilization of digital technology in everyday life is a characteristic of modern society. Small enterprises and entrepreneurs have been disproportionately affected by the latest outbreak compared to other sectors of the economy. In general, tiny enterprises have limited resources to withstand a crisis. Moreover, digital entrepreneurship is considered one of the most effective strategies for small enterprises to weather the challenges. However, they often lack the necessary knowledge in this area. Small enterprises should explore various digital activities within this turmoil. Receiving assistance from the government, keeping digital communication with clients, and initiating online sales for established products are frequently recommended strategies. Rapid changes are occurring in many facets of the contemporary world, with a special emphasis on the field of information and communication technology (ICT). In this case, the competitive landscape is being transformed by the rapid adoption of innovative technology that possesses creative skills. As a result, it is imperative to make adaptations to conventional market strategies, practices, and procedures. In this scenario, digital entrepreneurship is crucial for an entrepreneur to carry out their activities with precision and effectiveness. This refers to the utilization of digital applications to enhance the growth of a business by employing both traditional and technological methods, as well as increasing the market value of their product.*

Keywords: Information and Communication Technology [ICT], digital entrepreneurship, and entrepreneurship