

# **The Impact of Technology on Entrepreneurship**

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## **ABSTRACT**

*The need of entrepreneurship is increasing day by day due to lack of adequate and appropriate employment opportunities. Past few years it is witnessed that technology has played a huge role in improving businesses and people's lives. The ease and comfort that technology brings is prevalent in all segments of life including the improvements in products that we are offered. Technology has provided a huge support to people who aspired to become entrepreneurs with limited funds and knowledge. This research paper attempts to throw light on the impact of technology on entrepreneurship.*

## **INTRODUCTION**

The growth of digital revolution in the late 1950s introduced a new era of modern technology, which was a result of steady innovation and modification. The world witnessed how various opportunities were ushered in by the newly found miracle, and therefore, began the process of capitalizing and making new technology in order to acquire more power and help in development across different sectors, industrial or otherwise.

The magnitude and power of technology was later confirmed when it came within the access of different business owners, who witnessed the growth and possibilities it could give into their businesses. Soon, having an advantage in terms of technology over other competitors has become indispensable. Thereafter, improvement in technology has become one of the major factor in growth of many business ventures. Nowadays, there are many start-ups that have emerged by exploring new and innovative technology and are dedicated to further their growth using the same. Considerable market-research, has proved that the continuous improvements in technology benefits both the businesses and the customers.

Building a business from zero base is a tedious task, that involves risks, uncertainties and low level of guaranteed success. Around 25 per cent of start-ups fail in their first year of venture due to many factors e.g. insufficient experience and improper accounting. Hence, prior industry experience and knowledge can help entrepreneurs build their business with adequate planning and design.

## **OBJECTIVES OF THE STUDY**

- To study the impact of technology on entrepreneurship.
- To understand how technology advancement lead to increase in the number of start-ups.
- How technology has played a role in simplifying processes that were complex in the past.

## **LIMITATIONS**

The study is fundamental in nature. It is supported by facts rather than quantitative data. The study is not area specific it is of a general nature.

## **METHODOLOGY**

The study is based on secondary data only, the information was collected from books, journals, magazines, newspaper and websites.

## **ENTREPRENEURSHIP**

An entrepreneur is an individual who starts a new business, undertaking all the risks and enjoying the rewards. The entrepreneur uses the factors of production to provide goods or services. Entrepreneurship also plays a role in generating national wealth, economic growth and continuous innovation. Entrepreneurs bring social change by coming up with better technologies thereby satisfying customers. Newer technologies lead to creation of more employment by way of related businesses.



## **FINDINGS**

Technology is making the ventures of an entrepreneur more rewarding and accessible than ever before. Here's how:

### **1. Pioneering Made Easier**

A good number of platforms are coming forward to help companies quickly and smoothly build storefronts. Sites like Amazon Web Services and Backspace are helping start-ups to make sales and quickly include their brand in their respective markets.

In fact, from legal programs to delivery services, there are huge number of applications to help start-ups and small businesses grow. With the options available entrepreneurs no longer have to gather up investors to set up brick-and-mortar business, or beg the Big stores. Retail has never been so easier.

### **2. Internet of Things (IoT) start-ups**

A few decades ago, it was merely science fiction, even in the past few years, has now turned to reality with the internet of things (IoT).

Smart refrigerators that know as and when you are running out of milk and order the regular quantity from nearby store; smart grills that let you know when your food is cooked properly; smart homes that turn on lights, AC, TV with your favourite channel just before you return from office; etc.

There are numerous ways in which the IoTs have made our lives better, and there are thousands of more ways in which they still can. The quantum of opportunities this technology offers is also visible in the fact that IoT start-ups funding is constantly rising. And it is estimated that the IoT sector will receive about \$4.8 trillion in investment in the coming 4-5 years.

### **3. Decreasing Costs Are Making It economical**

One of the biggest obstacles getting in the path of entrepreneurial efforts has always been cash. Present technology has not completely solved the problem, but it has been constantly removing the bottlenecks. Even if the product or service is something that will cater to the niche market, technology gives the power to reach customers on a global level and thus a wider scope is attained. Analytical tools along with mouth publicity has expanded the horizons that was out of reach for small and medium sized businesses.

Not only the customer base increases, getting finance for the business has also become easier. Investor and crowdfunding platforms like AngelList and Kickstarter are connecting startups with investors and supporters across the globe. These technology solutions are helping entrepreneurs to grow their businesses as soon as possible with the minimum possible cost.

### **4. Consumer wearables**

From mobile to pocket sized and now to wearable, technology has taken huge leaps in recent decades to become a familiar part of our life, or rather 'of our body'.

In the recent couple of years, there have been many incidences when wearable devices have saved people's life (specially, by alerting them of their abnormal heart rate). Besides healthcare, wearables are widely used for tracking & safety purposes. But the most exciting uses of wearables appear when they are coupled with other emerging technologies like Augmented Reality/Virtual Reality & Neuroscience.

VR headphones are already usual (at least on the internet). Smart glasses are also out of the research labs. And with Neuroscience, it appears like there's a whole new magnitude of wearable technology applications.

Nowadays, there are various neurotechnology based wearable devices that assist people in reducing stress, improving memory, improving sleep, enhancing cognitive abilities, controlling material objects (only IoTs though), and more. We have only begun to explore, there are ample opportunities available in this field.

### **5. Now Management is becoming easier.**

For the managerial aspects of a business, it is quite rare to have all the managerial skills and knowhow right from the start. One cannot underestimate the contribution of back office in a business, if you keep



an eye on it. Present technology is providing brands of all levels the tools they need to complete their payroll, accounting or the administration work. Not a long time ago, companies didn't have many options but software like TSheets and Trello are assisting them to get started on the basics of services they don't master in.

#### **6. Artificial Intelligence (AI)**

Primarily based on machine learning, AI is already making our lives better & thrilling –be it Tesla's self-driving smart cars, Apple's Siri, or through home assistants by Amazon, Google, & now Apple.

Apart from these, AI is being massively used for fraud detection, for personalizing shopping experience & customer support in the ecommerce sector, and more.

The evolution in the AI field, even so, is actually driven by a good number of start-ups, which are together investigating what should be done with this technology. And it is apparently visible in the number of AI-based start-ups which had been acquired by technology giants in past few years.

#### **7. Cloud Computing and Global reach has made it better**

Cloud computing programs are escalating companies' abilities to store and retrieve data and programs over the internet. Therefore, business is no more limited to certain locations. They can operate an attractive business and employ the right personnel from their own homes by video chat and conferencing tools like Skype, Google Hangout and Slack. With lightning fast communication tools, business can connect with requirements and customers all over the world and solve problems quicker than ever.

#### **8. Virtual & Augmented Reality (VR/AR)**

AR & VR have been there, but in recent years, these technologies have fundamentally narrowed down the difference between the real & the virtual world.

VR games & movies are already changing the entertainment industry. Use of AR by home décor retailers (online & offline), museums, etc. is also in quick adoption. And during Google's May 2017 Keynote, we observed how AR can be helpful in everyday life with Google Lens.

And there's no denying the fact, it will continue to persuade developers to create more innovative AR based apps, thus, create new start-ups; while also transforming the complete smartphone experience in the process.

#### **9. Learning has become faster**

Access to modern technology along with the internet have given entrepreneurs the power to use various learning tools to assist them conquer their projects and convey their hard work to clients.

With a single application, they can share and improve upon a person's understanding of services in ways that could have never been done without the help of crowd-sourced platforms like Yelp, Angie's List and even Facebook.

Plus, the reviews that are received help the businesses to understand the lacunae in their products and services and move towards constant improvement.

#### **10. Drones**

Tesla Motors have been in the news for being on the verge of transforming the transportation industry with improved & affordable electric cars. Although, an entirely different & probably even bigger transportation revolution is on its way – drones.

Nowadays, drones are being widely used for deliveries across the world. Other applications such as firefighting, search & rescue operations, agriculture, filming remote locations –that needed helicopters/cranes and extensive human efforts in the past. Additionally, there also have been some rapid improvements in the area of flying cars (such as EHang 184) for personal transportation, which are essentially based on the drone technology.

Considering drone's wide array of commercial applications, analysts have predicted its market will grow more than 5 times in next five years (Up to \$27.1 billion in 2021).



Besides commercial purpose, drones are also popular among masses for leisure activities, especially photography. Being comparatively affordable & easily accessible, drones prove to be everything a product needs for mass adoption. Entrepreneurs will definitely exploit the drones.

### **CONCLUSION**

The opportunities have been available for quite some time, and have its own limitations being in the growth stage. The weaknesses in the current state of technology itself represents the opportunities that will be available to present and the coming age of businesses.

So, it is imperative that entrepreneurs, as well as the governing authorities promoting the start-up growth in their respective countries, pay heed to these areas of opportunities and start capitalizing on them.

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