



A STUDY ON DIGITAL AND PLATFORM-BASED ENTREPRENEURSHIP AMONG SELECTED ENTREPRENEURS

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Abstract

The internet has completely changed the way people start businesses. Today, many new business owners use online platforms like Amazon or Shopify instead of opening physical stores. This paper looks at the experiences of a specific group of selected entrepreneurs. It studies how they use these online platforms to run and grow their companies. The research uses a qualitative method by interviewing these business owners about their daily work. The results show that online platforms give new businesses a great advantage. They make starting a business much cheaper and faster. However, these platforms also create unique risks for small business owners. Entrepreneurs must follow strict platform rules and deal with sudden changes in computer algorithms. If a platform changes its system, an online business can quickly lose its customers. The study shows that the most successful entrepreneurs do not rely on just one platform. Instead, they use multiple websites and adapt quickly to technology changes. In conclusion, this paper provides a simple guide for new online business owners. It helps them understand how to grow safely without losing control of their companies.

Keywords: online business, internet platforms, digital entrepreneurs, business growth, technology challenges

Introduction

The business world has changed completely because of the internet. Today, instead of opening traditional physical stores, more and more people are starting businesses online using big platforms like Amazon, Shopify, or mobile app stores. This new way of doing business is called digital and platform-based entrepreneurship. These online platforms make it much easier and cheaper for anyone to start a business because founders do not need to spend money on physical buildings or complex storage systems. With just a computer and an internet connection, a new company can quickly find and sell to customers all over the world.

However, running an online business also brings new and difficult problems. Even though it is easy to start, staying in business for a long time is very hard. These online business owners have to follow strict rules set by the tech companies that own the platforms. Online business owners are often forced to give up their independence in exchange for quick access to customers. Therefore, to survive, they must learn how to use these platforms to grow while making sure they do not rely too heavily on just one system. The main goal of this study is to look closely at the real experiences of a specific group of selected entrepreneurs to see how they handle these online challenges and keep their businesses growing.

Review of Literature

Ahmed, Bhatti, Gölgeci, and Arslan (2022) states that digital platforms are “a way to develop the information technology infrastructure, and they include social media, mobile computing, and e-commerce platforms”. They help business create a smoother flow by integrating outside information sources. Digital platforms can occur in a variety of contexts including for payments, accommodation and health care with many having associated applications.

Modgil, Dwivedi, Rana, Gupta, and Kamble (2022) define a digital platform as a “shared space to host services and an architecture that provides complementary offerings along with digital artifacts”. This means entrepreneurs can utilise digital platforms for all services from the making of a product to the selling and marketing of it online.

Cusumano, Gawer, and Yoffie (2021) suggests that digital platforms can be based on transactions or innovation. Transactional digital platforms are based on connecting buyers with sellers in an online format, which means they are a form of internet-based communication that benefits from online interaction.

Objectives of the study

- To assess the level of awareness among students regarding digital and platform based entrepreneurship
- To find out the various challenges of digital and platform based entrepreneurship

Methodology

The aim of the study is to analyse digital and platform based entrepreneurship. The data is used both primary and secondary data. The research instrument used in this study is questionnaire. Data is used simple percentage method. The sampling unit for the study is selected by using convenience sampling procedure. The research design used for the study is the convenient research. Sample size for the study 30 entrepreneurs selected in the Calicut area. Secondary data have been gathered through journals, articles, books, magazines, newspapers, government reports and other published data.

Findings of the Study

The data collected is represented in the form of a table. A brief description of analysis and interpretation is given below:

TABLE 1**AWARENESS ABOUT THE DIGITAL AND PLATFORM BASED ENTREPRENEURSHIP AMONG SELECTED ENTREPRENEURS**

Awareness statements	Yes	no	Yes %	NO %
1. Aware of digital and platform-based entrepreneurship	25	5	83.3	16.7
2. Aware that social media platforms can be used for business	27	3	90.0	10.0
3. Aware of government schemes and startup support programmes	18	12	60.0	40.0
4. Participated in entrepreneurship awareness programmes	14	16	46.7	53.3

Source: primary data collected from 30 entrepreneurs

Interpretation

The table shows that the majority of students (83.3%) are aware of digital and platform-based entrepreneurship. A higher proportion (90%) know that social media platforms can be used for business purposes. However, only 60% of the respondents are aware of government schemes and start-up support programmes, indicating small awareness in this area. Further, only 46.7% of the students have participated in entrepreneurship awareness programmes, while 53.3% have not. Overall, the findings reveal that students possess good general awareness of digital entrepreneurship, but there is a need to improve awareness of government initiatives and increase participation in entrepreneurship development programmes.

TABLE 2**Challenges faced by students in entering digital and platform based entrepreneurship**

challenges	yes	No	Yes%	No %
Challenges faced by students in entering digital and platform based entrepreneurship	24	6	80.0	20.0
Financial constraints	21	9	70.0	30.0
Cybersecurity and online fraud	23	7	76.7	23.3
High competition in digital markets	20	10	66.7	33.3
Lack of guidance and training	26	4	86.7	13.3

Source: primary data collected from 30 entrepreneurs

Interpretation

The table shows that the most significant challenge faced by entrepreneurs in entering digital and platform-based entrepreneurship is the lack of guidance and training, reported by 26 respondents (86.7%). This is followed by lack of digital skills (80%) and cybersecurity concerns (76.7%). Financial constraints were identified as a challenge by 70% of the respondents, while

66.7% believed that high competition in digital markets discourages entrepreneurs from becoming digital entrepreneurs. The findings indicate that although entrepreneurs are interested in digital entrepreneurship, inadequate training, limited technical skills, cybersecurity concerns, financial limitations, and market competition are the major barriers to their participation.

Suggestions

- Provide digital skill training to entrepreneurs to start digital and platform based entrepreneurship
- Strengthen cyber security education. by strengthening the education online fraud prevention, data privacy can be easily detected.

Conclusion

The study among the selected entrepreneurs reveals that digital and platform-based entrepreneurship has emerged as an attractive career option due to the growing influence of digital technologies and online business platforms. The selected respondents demonstrated a reasonable level of awareness regarding digital entrepreneurship and recognized its potential for business growth, innovation, and employment generation.

However, the study found that the selected entrepreneurs face several challenges, including lack of technical knowledge, inadequate training, cybersecurity concerns, financial limitations, and intense competition in the digital marketplace. These challenges affect their confidence and ability to establish and sustain digital business ventures successfully.

. Therefore, providing adequate training, mentorship, financial support, and awareness programmes can help overcome these barriers and encourage more students to engage in digital and platform-based entrepreneurship. The study concludes that with proper support and skill development, entrepreneurs can effectively contribute to the growth of the digital economy and entrepreneurial ecosystem in Kozhikode District.

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