

13. Research Gap Analysis of Tribal Entrepreneurship

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Abstract:

The study has focused on analyzing the various studies that are related to the tribal entrepreneurship. The study has collected various reviews that have high citation from various scientific databases from Google Scholar, EBSCO, Elsevier and Emerald which are related to the tribal entrepreneurship. These papers were analysed to examine the lack of depth in research which are concerned with tribal entrepreneurship. The study has identified five prominent areas of tribal entrepreneurship which lacks depth in research and it has significant importance in transforming the tribal economy.

Keywords: *Research Gap Analysis, Tribal entrepreneurship, Tribal Economy and Tribal Marketing.*

13.1 Introduction:

Historically, researchers have looked at companies as the driving force behind the emergence of new markets in their studies of market origins and dynamics. This is in contrast to the current school of thought, which holds that markets are socially constructed and that both marketers and consumers contribute to shaping the industry. Consumers now have the tools necessary to co-create and self-produce content with real value.

Traditional markets are not completely nullified by these actions, and consumers may even show a co-destructive rather than co-creative attitude. On the other hand, consumers and consumer groups might encourage the development of fresh creative procedures, innovations, and even commercial avenues. Consumers' entrepreneurial spirit can flourish in the networked environment of consumer tribes, where they can pool their resources and find the confidence to try new things, eventually leading to the creation of a business that employs an innovative business model.

Our research is based on previous studies of presumption, the emergence of consumer-driven markets, and consumer communities. By introducing the ideas of liquid entrepreneurship and niche curation, our research adds to the ongoing discussion. The liquid entrepreneur is a consumer who belongs to a consumer tribe, and who is able to understand the values of that tribe, translate those values into market offers through online curation aimed beyond the tribe at the online publics, and serve consumers while maintaining a fluid position that shifts between the tribe and the wider marketplace.

13.2 Tribal Entrepreneurial Focus:

Developing a more generalized meaning of the term "entrepreneurship" is perhaps the greatest challenge in working towards a conceptual framework of this phenomenon. Definitions of entrepreneurship center on the development of new businesses and the introduction of novel values. There are four phases in the process of creating a new venture/new value: ideation, development, birth, and maturation. An entrepreneur is a person or group (team) who starts a business with the goal of generating something of value. Entrepreneurship studies the market sector whose activities are primarily concerned with the sale of products or services in a market, including all those which are enriched by nonmarket transactions, and expresses this "value" only through exchange, and thus through the price established in a market.

It is important to remember that "who is an entrepreneur?" is the incorrect question to ask in the study of entrepreneurship. Entrepreneurial behavior is ephemeral since it is practiced by a varied and numerous population.

Entrepreneurial Dynamism in India

Some individuals are more likely to take advantage of chances than others because they are predisposed to act on the basis of contextual clues. It is not necessary to start a new company in order to engage in entrepreneurship, since this activity might take place inside an existing one. Numerous possibilities exist for those interested in venturing out on their own. One of the main reasons for the existence of entrepreneurial possibilities is that people in a society have varying opinions about the relative worth of resources based on their potential for transformation. If people are aware of the opportunity and its worth, they may use it to create value.

At any one moment, only a subset of the population discovers a particular opportunity (while the others do not). This might be due to differences in preexisting knowledge, cognitive abilities, or just random chance.

To become an entrepreneur, one must first see an opportunity, and then make the choice to act on it. Humans' propensity to take advantage of possibilities varies according on the kinds of opportunities available to them. Entrepreneurs, on average, pursue ventures with the highest predicted value, but not all would-be business owners do so. This discrepancy may be attributed to individual differences in optimism and worldview. It's important to keep in mind that characteristics that boost the likelihood of capitalizing on opportunities don't always guarantee success.

13.3 Tribal Entrepreneurship Process:

Based on what has been seen thus far, we can say that entrepreneurship entails three distinct phases: (a) the identification (by individuals or a group of individuals [team] of entrepreneurial opportunities, for new venture creation or new value creation, that exist and have value; (b) the decision to exploit the opportunities by them; and (c) the exploitation of the opportunities by way of new venture creation or new value creation, for realization of some desired outcome. Skills Necessary for Success in Business Entrepreneurs are the driving force behind the entrepreneurial process, hence the process can't happen without them. Because not everyone can or will become an entrepreneur under the same conditions, it stands to reason that some traits unique to each entrepreneur are required, but insufficient, for the success of their endeavors.

The first studies of entrepreneurship sought to find out what traits set entrepreneurs apart from those who didn't go out on their own, from managers in major corporations, and from those who were successful at starting their own businesses. Entrepreneurship, he argues, is a process with many dimensions, and that attributes like initiative and risk-taking are just one part of what it takes to start a business successfully. They put out a model that took both personal traits and environmental factors into account. The proposed a model that included the mutual influence of the individual's characteristics, as well as their goals, motivations, and tendencies in each given circumstance.

Researchers postulated that "entrepreneurial purpose," a composite of qualities and other human attributes, is a significant predictor of organizational success. Some studies have shown that an entrepreneurial firm's success or failure depends on the owner's goals, which in turn affect management decisions, morale, and productivity. Both internal and external influences affect entrepreneurs. There is a strong correlation between an entrepreneur's character traits and their actions.

13.4 Tribal Marketing Activities:

Recent years have seen a surge in studies examining the differences between brand and tribal groups, but many questions remain unanswered. This was one of the first studies to investigate the distinctive traits shared by distinct customer groups. They propose four categories of tribal membership and participation: the passive observer; the doer; the doer with daily or near-daily engagement in the tribe; and the sympathizer. Given the article's age, the distinctive characteristics of the tribal idea and the implications for building online communities based on it are not discussed at length. However, the work's worth lies in its recognition of the significance of marketing to a community rather than individuals and in its recognition that responsibilities within a tribe are not always consistent. Recent efforts have been made to provide a more comprehensive definition of the idea. A tribal community, they say, is not affiliated with any one brand but rather shares a common set of values, whereas a brand community is devoted to a single brand. Its members operate on behalf of the greater good as a unit because to their common experiences and beliefs.

For new businesses, building brand communities is more than simply another marketing tactic (Fournier & Lee, 2009). Organizations adopting this strategy need to be sensitive to the people of the community and their unique social and psychological requirements, while also keeping management transparent and friendly. Therefore, the brand experience should be at the heart of every viable company strategy.

For the purposes of social interaction, often centered on consumption and brands, "tribalism" refers to the phenomenon of networks of people coming together to form larger social groups. Consumers form tribes when they have a strong emotional connection not just to a brand, but to one another as well. This diverse community has formed its own family via the shared purchase of common goods and services. Because of this, understanding how to engage with a specific group of people within a community is more valuable than mastering market share. Technological advancement is said to have bolstered the individualism-focused segment of the market, as consumers are now able to congregate online to discuss topics of mutual interest. The term "neo-tribes" describes this modern movement. Consumers in the digital sphere appear to be more engaged than ever before, exhibiting characteristics such as resistance, playfulness, socialization, and communitarianism. For them, the ultimate goal is to acquire the agency to actively shape their own experiences. Therefore, businesses no longer talk to their newly empowered clients but instead provide them a place to talk about things that interest them.

The consumer-brand dynamic is represented by the Orbit View Model. The model proposes four tiers of customer-business interaction: corporate, product, experience, and tribal. Since the other three levels have already been extensively covered in marketing research, this study will concentrate on the tribal level. Tribal customers are the ones who actively participate in the brand. A mutual appreciation for the same brand united them. The tribal bonds that develop between a company and its customers, however, may be rather lucrative. Firms can benefit from the existence of a tribe by interacting with consumers who share an emotional connection over a common brand. Firms need to back the tribe, feed the passion, and incorporate the tribe in order to grow customer loyalty. This connection could be fostered through initiatives like fan page creation, word-of-mouth advertising, and online reviews.

13.5 Technical Competencies of Tribes:

The competence is a set of interconnected knowledge, abilities, and dispositions that predicts successful job performance. Knowledge of technology and production techniques gives rise to this competency, which encompasses technical and functional abilities with an eye toward optimizing organizational effectiveness. This means that the more educated and experienced a population is, the more likely it is that new ideas and techniques will be developed in a way that can alter production or service delivery, and also strengthen ties between workers and consumers. Competency, in this view, is critical to enhancing client benefits by, among other things, boosting product or service dependability, customer satisfaction, and decreasing costs. These are the "specific skills that employees are expected to demonstrate at each respective level and the skills that must be mastered for them to be considered for promotion to the next level." The work takes into account the skills-based approach, which acknowledges that competence is fundamental to performance, by searching for the match between a user's abilities and the task at hand. This leads us to the following definition of user competence: "the user's potential to apply technology to its fullest possible extent in order to maximize the individual's performance on specific job tasks." In the academic world, the term "outcome-focused" is often used to describe the expectation that "competencies" will contribute to performance in some way. The end result of a series of small steps and the use of specialized knowledge is an outcome. They also argue that having knowledge is not enough evidence of competence. Competencies have been linked to behaviors that are in line with an organization's business strategies and include not only knowledge, but also skills and attitudes. For instance, competencies help people realize they already possess the knowledge, abilities, and dispositions necessary to realize their future plans and the goals of their organizations. Information technology (IT) is not a closed system; rather, it is dynamic and ever-evolving, exerting a profoundly important influence on the workings of markets and economies. IT may provide entrepreneurs the freedom to experiment and a collaborative work environment where their vision and resources are geared toward keeping them enthusiastic and focused on company objectives, all of which are necessary for navigating the rapidly changing area of innovation-led business development. Accordingly, it is considered that entrepreneurs need a certain IT skill set (also known as IT competences) in order to succeed in virtual company.

For instance, research suggests that the ability to use the internet and other forms of technology effectively is an important competency for business owners to have when it comes to establishing and sustaining connections with their clientele. A person or knowledge worker who is IT competent has acquired a certain body of information technology-related knowledge and skills. In today's fast-paced business climate, it is essential for entrepreneurs to have these abilities so they can foster an atmosphere conducive to creativity and production. IT knowledge describes the extent to which an organization understands the capabilities of existing and emerging IT; IT operations denote the IT-related methods, processes, and techniques that may be required if these technologies are to create values; and IT infrastructure denotes the artifacts, tools, and resources that contribute to the processing, storage, dissemination, and use of information technology. An outward emphasis on the value contributed to the customer and the collective learning of an IT organization are both defined as components of IT competences in this research. Vogel further explains that IT competencies are a higher order IT management skill of organising, mobilizing, coordinating and integrating IT resources and IT capabilities to create value and competitive advantage. In the same vein, businesses can't expect to be successful in creating value and competing without investing in IT skills. From a marketing standpoint, organizations may create more targeted business and marketing strategies and make better use of entrepreneur business activities and budgets when such entrepreneurs have a solid grasp of information technology. The proliferation of social media and the improvement of technology and the growth of e-commerce are the primary factors behind this shift. As a result, it's clear that IT skills are a crucial component of successful online commerce and promotion. The next section discusses several elements of IT competencies that potentially enable entrepreneurs to introduce innovation in their businesses. In the context of this research, IT competences allow a company owner to make advantage of IT applications and resources including social media, copywriting, and content management systems.

13.6 Tribal Values:

Four key characteristics of consumer tribes are identified by the research: multiplicity, in which membership in other tribes is not precluded; playfulness, in which there is little reverence for brands per se, but rather

value is placed on passions and creating new forms of linking value; transience, in which tribes change as the combination of people and resources varies; and entrepreneurship, in which social innovation leads to new entrepreneurial opportunities. It delves into e-tribes, online communities that go beyond the confines of traditional networks, develop their own content, elicit strong feelings from its members, and more.

The phrase "virtual community of practice" has been coined to describe an alternate way of thinking about online groups to the "virtual tribe" mentioned here (VCoP). This jargon refers specifically to the overt actions people do while interacting with one another in online forums, chat rooms, and other social media. We use the word "tribe" to refer to what the start-up is attempting to mold, rather than studying these specific online behaviors.

This research is predicated on the idea that launching a business boils down to an individual's initiative to create a network of others who have a common interest in tribal collaborative consumption. In this context, "tribal community" refers to the first group of dedicated and active users who co-create and share ideals, and who are tasked with spreading the word about the new venture during its formative stages (relative proximity among members is irrelevant).

Members of the tribe will work to increase the number of users until they form a true community. Thus, communities that are in the process of expanding from a small initial user base to a larger, sustainable one are considered tribal. Many of these new businesses rely on investment angels, mentors, or advertising agencies since they lack in-house marketing expertise. To reach a critical mass of community users from an initial core of members, many of these new sorts of startups' early strategic marketing initiatives are ad hoc (the tribe).

Therefore, establishing a tribe is the first obstacle for startups to overcome. Recent efforts have tried to more precisely define community notions, but this research was among the first to investigate the specifics of consumer tribal traits. While consumer tribes have become more popular, there is still much to discover about their development and maintenance. The high cognitive and emotive participation of gamers in

certain online communities, such as those seen in massively multiplayer online role-playing games (MMORPGs), gives rise to a kind of brand tribalism that goes beyond that of typical online communities. Especially crucial for new businesses is the word-of-mouth promotion they may get via online social networks and blogs. For instance, online brand communities may significantly affect sales, independent of who owns the brand, with good information regulating purchasing behavior more effectively than negative. Regular participation in social media enhances the value of a brand.

13.7 Online and Social Media Presence:

The steps used to create a thriving online community are similar to those taken throughout the innovation process of developing a new product, service, or manufacturing method. Search, selection, development, and implementation were formerly thought of as sequential steps in the innovation process. The current approach acknowledges that innovation is a result of complex and disordered interaction processes, frequently more chaotic than organized, and that it is difficult to discern a sequential process pattern. Creating a thriving online community is a multifaceted innovation project that necessitates the establishment of a network. Such networks often emerge in tandem with the introduction of new goods and services that need familiarity with a wide range of specialized technology.

This may assist minimize development timelines and costs by using networks that include, for example, suppliers of critical competences, which can aid in the innovation process (particularly in the ideation phase). However, problems often develop in the early stages of network creation, also known as the "fuzzy front-end" of innovation, because of the absence of trust and the lack of clarity about product conceptions, consumer wants, and related technology. It is common practice for internet start-up businesses to use parallel invention processes while constructing an innovation network. This implies that in innovation processes, many tasks are carried out concurrently by various individuals or teams. However, this can only be achieved if there is open and honest communication amongst those involved. If the circumstances are appropriate, parallel innovation may boost innovation velocity by shifting workloads, enhancing the flow of information, and better

integrating different types of innovation. The contributions of users are more valued in the innovation network. This has resulted in the idea of user-driven innovation being a focal point in the discussion of innovation. When seen through a service lens (as in this research), user-driven innovation is especially pertinent since the creation and delivery of services is typically dependent on service interactions between staff of service organizations or online website operators and their users/customers.

There is a strong correlation between innovation and improvements in the ways services are delivered. Such service innovation is known as "service encounter-based innovation," which may be described as innovation that grows out of ideas, information, or practices gained via the encounter of frontline service staff (offline or online) with users throughout the service delivery process.

13.8 Conclusion:

The study focused on examining the reviews that were related to the various dimensions of the tribal entrepreneurship. The tribal entrepreneurs are having significant impact on the tribal economy which is having transforming the life of tribal people. The reviewing of various studies have highlighted the following research gap

- The tribal entrepreneurs' impacts on transforming the tribal economy into global market are lacking depth in research.
- The factors that are contributing for the involvement of social media marketing in tribal entrepreneurship can be valid area of research.
- The impacts of tribal entrepreneurship on empowering the tribal people present significant areas of research.
- The motivational factors that are inducing the tribal people to progress to forming business venture can be analysed from the views of tribal.
- The reach of the tribal products and growing demand from the consumer market can be analysed to improve the marketing techniques involved.
- These are major research areas that have been identified based on review of literature which presents significant importance in improving the tribal entrepreneurship and tribal economy.

13.9 References:

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