

9. Information and Communication Technologies in Entrepreneurship

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Abstract:

Many human beings will agree at the concept that entrepreneurship is one of the maximum vital commercial enterprise concepts in latest days. In addition, it is said that we are experiencing the fourth business revolution (or “enterprise four.0). Records and conversation technology are one of the key factors of this period. Consequently, some statistics approximately these components, “entrepreneurship” and “statistics and communication technologies”, are given and the viable and sturdy relationships between them are discussed in this take a look at.

Keywords:

Entrepreneurship, Entrepreneurial behavior, innovation and Intrapreneurship.

9.1 Introduction:

From the beyond to nowadays, it's been discussed with the aid of scholars of numerous examine of fields (for instance in strategic control (Barney, 2002; sales space, 1998; Eryilmaz, 2016), in business enterprise concept (Davis & Marquis, 2005) and in enterprise records (Kurt, 2016)) that whether or not the sphere is converted into an academic subject or no longer. In a comparable vein, some early (e.G. Vesper, 1988) and recent (e.G. George & Wadhvani, 2006; urban, 2010) studies in the subject asserted that entrepreneurship won status of an academic field.1 at some stage in this have a look at, historical heritage of entrepreneurship field will be examined. Then, a few discussions and empirical studies on antecedents and effects of entrepreneurship may be shared with readers. The study will continue with a section that specializes in the link between entrepreneurship and records and communication technology. Then, they have a look at will provide a few statistics on current developments and feasible future tendencies inside the subject. Subsequently, the examine can be ended with a conclusion element.

9.2 Information and Communication Technologies and Entrepreneurship:

“Information and Communication Technologies (ICT)” can be defined as ‘electronic means of capturing, processing, storing, and communicating information’ (Heeks, 1999: 3). ICTs may be input, output or a part of entrepreneurship processes. As an input, ICT may be used to increase entrepreneurial competencies.

For example, Sinkovics *et al.* (2004) suggest that candidates of entrepreneurship need three different competencies such as intra-personal, inter-personal and organizational competencies to be successful. Some ICT tools such as mobile phones, internet discussion groups, video conferencing and computer simulations can enable competencies to be gained by students. According to Sinkovics *et al.* (2004), uses of ICT tools in international entrepreneurship education provide some benefits to students such as being familiar to values of counterparts in other countries and being familiar to new ICT tools. In addition, ICTs can create new business areas for entrepreneurs. For example, one of the newest concepts associated with ICT is “nomophobia”. According to a definition, “nomophobia is the modern fear of being unable to communicate through a mobile phone (MP) or the internet” (Yıldırım, 2014: 8 cited from King *et al.*, 2014: 28). Some health centers were founded in United States to treat addiction of people to mobile phones (Karahasan, 2012). Finally, ICT may be output of an entrepreneurial process as well. Some organizations may choose to produce either tangible (components, computers and networks) or intangible (software, web pages) ICTs as an output (Heeks, 1999). WhatsApp that were bought by Facebook in 2014 is a good example of ICT as an output of entrepreneurial processes.

Over the past few years, ICT has played an important role in lot of aspects of modern businesses. ICT is an abbreviation for Information, Communication and Technology. It is a broad term that encompasses the use of computers and other electronic devices (e.g., smartphones) to perform all forms of information processing. ICT has become a vital component of business operations and marketing strategies for companies in many industries. In fact, it is estimated that over 90% of companies today use ICTs to help them run their businesses more efficiently. This includes all aspects from sales transactions to customer support, accounting, scheduling etc. Every sphere of human effort has been impacted by ICT. from the fields of commerce, instruction, politics, science, and religion. Understanding the role of ICT in modern businesses is very important in the modern society in various ways.

From a marketing perspective, ICT has increased customer retention rates through its ability to deliver information about products and services faster than ever before. This allows businesses to respond more quickly when customers have questions or problems with their orders or delivery. It also allows customers to track their orders throughout the process and communicate with businesses at any time of day or night. From a production perspective, ICT has allowed companies more flexibility in how they produce goods (e.g., more efficient production lines). This means that companies can produce more products with fewer workers and less equipment than ever before.

From an administrative perspective, ICT has allowed companies to better manage their operations by tracking inventory levels and costs across various departments and locations within an organization. From a service perspective, ICT provides new ways for people to interact with each other (e.g., social media platforms such as Facebook). For example, these platforms allow users around the world to connect.

The evolution of ICT over the years, have become stronger. Companies have begun to understand the importance of ICTs for the labor market. They also know that ICTs can be a great tool in training and development of their employees. It allows them to reach

more people at once, making it easier for them to disseminate information regarding job openings or other important matters. In addition, companies are now using ICTs in order to provide better service. They are now offering various services online such as social media platforms where they can communicate with their customers through their own website or blog. This has made it possible for companies to respond faster than ever before when encountering customer issues or complaints.

Moreover, companies are also using ICTs in order to attract new customers and promote their products on social media platforms such as Facebook and Twitter. This helps them make more sales by reaching out to potential customers who might not normally visit their stores because they don't find what they need there. The use of ICTs by social entrepreneurs allows them to reach out to a wider audience and promote their products while allowing them at the same time gather feedback from clients and consumers which will help them improve on products or services being offered.

Information and communication technologies (ICT) can aid social businesses, as well as other groups working on issues of global sustainability and in the field of human development in general, in enlarging their social effect.

ICTs are important tools for social entrepreneurs because they enable them to build a strong online presence, interact with customers and donors more effectively, and reach out to new audiences. They also help social entrepreneurs develop better strategies for their businesses. The potential of ICTs in fostering social entrepreneurship is not limited to just information management. A wide range of applications can be used by social entrepreneurs to increase the impact of their work at all levels.

In recent years, there has been an increasing interest among social entrepreneurs in using technology to create more effective ways of doing business. Many organizations have started to adopt new technologies like blogs, podcasts, videos and social networking tools like Facebook or Twitter to promote their products or services and raise awareness about socially relevant issues.

9.3 Conclusion:

In this study, the relationships between two popular concepts, “entrepreneurship” and “information and communication technologies”, were discussed. According to the study, ICTs can be input, output or as a part of entrepreneurial processes. On the other hand, when ICTs are used in a negative way, they can be harmful for entrepreneurial success as well. Therefore, appropriate uses of ICTs must be guaranteed.

9.4 References:

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