



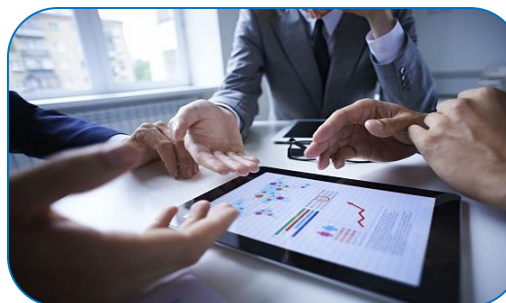
A STUDY ON FACTORS RESPONSIBLE FOR DIGITAL ENTREPRENEURS IN KANYAKUMARI DISTRICT

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ABSTRACT:

Digital technologies, such as Internet and mobile technologies have made entire industries transform and create new ways of operating and organizing firms. There are strong motives for implementing these rapidly evolving technologies, such as to reduce costs and improve customer relationships, but for small and medium-sized companies that often have limited resources, digitalization can be challenging. The main objective of the study is Factors influencing digital entrepreneurs in Kanyakumari district. The major findings of the study are the factors influencing the digital entrepreneurs in Kanyakumari district, Social Media Marketing with the mean score 118.5 ranked I and Other Entrepreneurs (mean score 60.5) ranked VI. The factors affecting the digital entrepreneurs in Kanyakumari district, Lack of Education contributed first place and other Factors (6) is contributed sixth place.

KEYWORDS: Digitalization, Entrepreneurs and Digital Entrepreneurs

1. INTRODUCTION:

The digital economy contributes considerably to GDP in developed countries, but developing countries like India that have made planned investments in broadband infrastructure are catching up fast. In India, the digital economy can play an important role in encouraging inclusion and alleviating poverty and by fostering entry into the productive labor force of women and younger workers. Young people, every time the first to embrace new digital technologies, often seek employment in high-tech sectors and can be critical to developing a skilled workforce that is globally competitive in an increasingly solid world. Further, the digital economy is vital to spurring the overall innovation potential of India in areas such as research and development, high-tech industry development, and technology patent activity. Many developing countries seek to improve the policy frameworks, technical programs, skills development programs, and financing initiatives that support entrepreneurship in the digital economy. The ultimate aim of these initiatives is to improve competitiveness, attract investment, create jobs, and grow markets.

2. MEANING OF DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship is defined as the reconciliation of traditional entrepreneurship with the new way of creating and doing business in the digital era.

3. OBJECTIVES:

1. To find out various factors influencing the digital entrepreneurs in Kanyakumari district.
2. To study factors affecting the digital entrepreneurs in Kanyakumari district.
3. To analyze various problems faced by implementing digitalization in business.

4. METHODOLOGY:

The study mainly based on both primary and secondary data. The sample size was fixed at 250 entrepreneurs from various parts of Kanyakumari district selected using stratified random sampling. Secondary data shall be collected from records, journals, magazine, reports and documents obtained from various sources.

5. ANALYSIS AND INTERPRETATION OF DATA:**5.1 Factors influencing the digital entrepreneurs****Table.1 Factors influencing the digital entrepreneurs in Kanyakumari district**

Sl.No	Factors	Mean Score	Rank
1	Advance Theology	102.7	II
2	Easy Fund Transaction	96.1	III
3	Social Media Marketing	118.5	I
4	Government Support	85.0	IV
5	Family Support	72.9	V
6	Other Entrepreneurs	60.5	VI

Source: Computed data

The table.1 interpreted that factors influencing the digital entrepreneurs in Kanyakumari district, Social Media Marketing with the mean score 118.5 ranked I, Advance Theology (mean score 102.7) ranked II, Easy Fund Transaction (mean score 96.1) ranked III, Government Support (mean score 85.0) ranked IV, Family Support (mean score 72.9) ranked V and Other Entrepreneurs (mean score 60.5) ranked VI respectively.

5.2 Factors affecting the digital entrepreneurs**Table.2 Factors affecting the digital entrepreneurs in Kanyakumari district**

Sl.No	Factors	Mean Score	Rank
1	Government Rules and Regulations	35.4	III
2	Competitors	18.6	V
3	Lack of Trained Person	39.8	II
4	Lack of Education	40.5	I
5	Financial Shortage	29.6	IV
6	Other Factors	16.5	VI

Source: Computed data

The table.2 shows factors affecting the digital entrepreneurs in Kanyakumari district, Lack of Education contributed first place, Lack of Trained Person (2) contributed second place, Government Rules and Regulations (3) is contributed third place, Financial Shortage (4) contributed fourth place, Competitors (5) contributed fifth place and Other Factors (6) is contributed sixth place.

5.3 Problems faced by implementing digitalization

Table.3 various problems faced by implementing digitalization in business

Sl.No	Factors	Mean Score	Rank
1	Lack of government support	12.9	III
2	Problem of competitors	08.2	V
3	Lack of Information about digitalization	15.1	II
4	Do not acceptance digitalization	10.0	IV
5	Lack of Knowledge about digitalization	18.6	I
6	Other factors	06.2	VI

Source: Computed data

The table.3 interpreted that problems faced by implementing digitalization in business, Lack of Knowledge about digitalization with the mean score 18.6 ranked I, Lack of Information about digitalization (mean score 15.1) ranked II, Lack of government support (mean score 12.9) ranked III, Do not acceptance digitalization (mean score 10.0) ranked IV, Problem of competitors (mean score 8.2) ranked Vand Other factors (mean score 6.2) ranked VIII respectively.

6. FINDINGS:

- ❖ The study shows that factors influencing the digital entrepreneurs in Kanyakumari district, Social Media Marketing with the mean score 118.5 ranked I, Advance Theology (mean score 102.7) ranked II and Other Entrepreneurs (mean score 60.5) ranked VI.
- ❖ The study shows that factors affecting the digital entrepreneurs in Kanyakumari district, Lack of Education contributed first place, Lack of Trained Person (2) contributed second place and Other Factors (6) is contributed sixth place.
- ❖ The study reveals that problems faced by implementing digitalization in business, Lack of Knowledge about digitalization with the mean score 18.6 ranked I, Lack of Information about digitalization (mean score 15.1) ranked II and Other factors (mean score 6.2) ranked VIII.

7. CONCLUSION:

Digital technologies offer wonderful growth opportunities but necessitate entrepreneurs to fully release their economic potential as the basis of new businesses of the transformation of previously established firms. Obscure computing radically reduces technical and investment barriers to bringing new digital products and services to market. But with these barriers being reduced much greater stress must be placed on creating the right environmental conditions including business cycle regulations, infrastructure and access to capital that enable digital entrepreneurs to be successful. Ensuring reasonable, reliable, safe and high-speed access to the technology including at scale in the cloud is in place is critical in removing barriers to digital entrepreneurial success. However, to allow digital entrepreneurs in maximizing the benefits that access to the infrastructure can offer, the role of policy makers in creating the right conditions for growth of new digital business models, products and services becomes ever more critical.

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