

TITLE:

**EXPLORING THE ROLE OF THE INTERNET IN THE SUCCESS OF ENTREPRENEURS
FROM THE UK ALREADY ESTABLISHED**

MODULE: LCBB6000

TEACHER'S NAME: ANUPAM MAZUMDAR

STUDENT NAME: NAOMI BOZIANU

STUDENT NUMBER: 1815963

Table of Contents

Introduction.....	4
Background of the research	4
Research aim.....	4
Research objective	4
Research questions.....	4
Problem statement.....	5
Literature review	5
Introduction.....	5
Concept of the Internet in marketing	5
Role of the internet in entrepreneurship.....	5
Advantage and disadvantages of the internet in entrepreneurial business	5
Theoretical perspectives.....	6
Methodologies.....	6
Conclusion	7
References.....	8

Introduction

The Internet plays a major role in the success of businesses and has made business communication easier. It has made various changes within the organizational structure and its marketing strategies. The Internet has provided various methods of carrying out business activities efficiently. There are many powerful marketing platforms for enterprises as well as make them able to establish their business.

Background of the research

Using the internet is not always beneficial for enterprises as it contains various issues such as security, cybercrime and data breach etc (Ali and Allan, 2017). Online transaction is not safe as there is a possibility of data and information leak. Though, the internet has created various opportunities for businesses as they can communicate with their stakeholders via email and by local area network (Amuna et al., 2019).

Research aim

The object of the research is to "explore the role of the internet in the success of entrepreneurs in the UK" (Taylor, Reilly and Wren, 2020).

Research objective

- To identify the part of the internet in entrepreneurship in the UK
- To evaluate the satisfaction of the entrepreneurs by using the internet (Ali and Allan, 2017)
- To determine the advantage and disadvantages of the internet in entrepreneurial business
- To discover whether the internet is useful in promoting the products in the current business scenario (Shaltoni, 2017)

Research questions

- What is the satisfaction rate of entrepreneurs using the internet?
- What is the role of the internet in entrepreneurship in the UK? (Amuna et al., 2019)
- Whether the internet is useful in promoting the products in the current business scenario?
- What is the advantage and disadvantage of the internet in entrepreneurial business? (Taylor, Reilly and Wren, 2020)

Problem statement

Entrepreneur beliefs that job performance and productivity can be decreased due to the shift in job roles of employees (Angelova, Kiryakova and Yordanova, 2017).

Literature review

Introduction

This literature review supports research in cultivating a well-defined understanding of the research title (Shaltoni, 2017).

Concept of the Internet in marketing

Internet marketing is defined as the all-inclusive term for marketing goods and services online (Taylor, Reilly and Wren, 2020). This contains a range of tools, platforms and "content delivery systems" such as "email marketing", "social media", "video and podcasting", "website content and design" and many more (Ali and Allan, 2017). Businesses can use this platform to address the interest and demands of customers and can develop a good relationship with them. Internet marketing can be used by businesses to create a loyal consumer base, establish authorities as well as become experts within the sector they are operating (Amuna et al., 2019). With the help of internet promoting, online activities of customers are analysed in terms of connecting them with "business activities". There are numerous kinds of internet marketing that depend on the type of products, type and pattern of business model, budget as well as target customers (Angelova, Kiryakova and Yordanova, 2017). With the benefit of the internet, business marketer's behaviour "advertising of companies" as well as its products and services via "online tools" that generate drive traffic, leads and help in increasing sales.

Role of the internet in entrepreneurship

The Internet has enabled businesses to access information as well as maximized communication capabilities among entrepreneurs. But there is some risk associated with the internet such as virus, hackers and terrorism as well as conducting business online is not safe (Angelova, Kiryakova and Yordanova, 2017). Businesses use the internet to create a positive brand image. The Internet-enabled industries in terms of gaining valuable information for "interest of certain demographics", which is significant obviously for entrepreneurs in terms of emerging target marketplace and market segmentation (Shaltoni, 2017).

Advantage and disadvantages of the internet in entrepreneurial business

There are various benefits and drawbacks of the internet for businesses since it supports building a "favourable set of circumstances" that helps in forming the need for new services and products and

business concepts (Taylor, Reilly and Wren, 2020). It creates various opportunities for businesses like raw materials, the state of new "goods and services" and the organization of methods that are important for economic exchange (Ali and Allan, 2017).

Theoretical perspectives

In reports of developing a new business and choosing entrepreneurship, it is necessary to understand relevant theories such as Innovation theory and the Theory of need of achievement. Innovation theory is developed by Joseph A and this theory says that entrepreneurs permanently focused on taking desire and creativity by earning experiences of skills and conducting various tasks.

Methodologies

Methodologies provide appropriate ways as well as methods to conduct this research.

Research Philosophy: research philosophy describes the particular belief related ways in which data is required to be used, collected as well as analyzed (Daniel and Harland, 2017). There are three types of this method like realism, positivism and Interpretivism. For this research, a researcher has used positivism research philosophy (Kumar, 2018).

Research approach: research philosophy is a specific plan with the process, which includes steps for wider assumptions related data collection method (Daniel and Harland, 2017). Two forms of research approaches are available such as inductive and deductive. The researcher has used deductive research philosophy.

Research design: this method is the strategy, which assists in using the research plan to manage the procedure of establishing research (Kumar, 2018). There are three types of research design including exploratory, descriptive and explanatory. The researcher has conducted this research by using a descriptive research design.

Research strategy: this strategy is the ordered and structured research plan, which supports researchers in realizing planned actions and giving direction to their thought procedure of research (Devi, 201). In this case, together categories of statistics have been selected such as main measurable data and secondary qualitative data

Data source and data type: main statistics refers to those data which have not been collected before that data are collected first hand by researchers. Quantitative data refers to numeric data. For primary quantitative, a survey has been conducted here (Daniel and Harland, 2017). Secondary data are those

types of data that have already been used by other researchers. Qualitative data means non-numerical data (De Costa, Crowther and Maloney, 2019).

Population and sampling: the survey was led; the sample scope was large (Bairagi, and Munot, 2019). 31 respondents have been nominated for leading surveys and respondents were from entrepreneurs conducting business in the UK. Sampling methods have been followed as this is the regular technique for the survey (Devi, 201).

Data collection process: Data has been collected from 31 respondents by directing a survey by Google form (Bairagi, and Munot, 2019). Open-ended investigates have been developed where 11 questions were included. In this research, material has been collected from current articles and journals which are built on this research topic (De Costa, Crowther and Maloney, 2019). Google Scholar and Proquest have been utilized as these are authentic and reliable sources.

Data analysis method: for this research, data found from the examination, has been analysed by the graphical presentation of survey answer (Bairagi, and Munot, 2019). Since it is quantitative facts, graphical analysis is the most effective and so has been applied. Thematic analysis is the appropriate technique for the analysis of secondary qualitative data (Kumar, 2018).

Ethical considerations: while conducting the research, it is very important for the researcher to maintain the ethical side (De Costa, Crowther and Maloney, 2019). Confidentiality was maintained and no data manipulation was diverted. Ethics procedures and consent forms were given to them to make it known about research purposes (Devi, 201).

Conclusion

This research has discussed the role of the internet in businesses. The Internet plays an important part in the achievement of businesses and has made business communication easier. It has made various changes within the organizational structure and its marketing strategies. The Internet-enabled businesses in terms of gaining valuable material for "interest of certain demographics", which is important obviously for entrepreneurs in rapports of developing target marketplace and market segmentation. Internet marketing can be used by businesses to create a loyal consumer base, establish authorities as well as become experts within the sector they are operating.

References

Ali, N.N.H. and Allan, M., 2017. The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-based Marketing among Jordanian Consumers. *International Journal of Marketing Studies*, 9(4), p.97.

Amuna, Y.M.A., Abu-Naser, S.S., Al Shobaki, M.J. and Mostafa, Y.A.A., 2019. Fintech: Creative innovation for entrepreneurs. *International Journal of Academic Accounting, Finance and Management Research (IJAAFMR)*, 3(3).

Angelova, N., Kiryakova, G. and Yordanova, L., 2017. The great impact of internet of things on business. *Trakia Journal of Sciences*, 15(1), pp.406-412.

Bairagi, V. and Munot, M.V. eds., 2019. *Research methodology: A practical and scientific approach*. UK: CRC Press.

Daniel, B.K. and Harland, T., 2017. *Higher education research methodology: A step-by-step guide to the research process*. UK: Routledge.

De Costa, P.I., Crowther, D. and Maloney, J. eds., 2019. *Investigating world Englishes: Research methodology and practical applications*. UK: Routledge.

Devi, P.S., 2017. *Research methodology: A handbook for beginners*. India: Notion Press.

Kumar, R., 2018. *Research methodology: A step-by-step guide for beginners*. UK: Sage.

Shaltoni, A.M., 2017. From websites to social media: exploring the adoption of internet marketing in emerging industrial markets. *Journal of Business & Industrial Marketing*.

Taylor, M., Reilly, D. and Wren, C., 2020. Internet of things support for marketing activities. *Journal of Strategic Marketing*, 28(2), pp.149-160.