

**E-COMMERCE AND DIGITAL INNOVATION:
THE ROLE OF ENTREPRENEURS, ENGAGEMENT
AND MANAGEMENT OF E-COMMERCE
BUSINESSES, DRAWBACKS AND ADVANTAGES
IN THE TECHNOLOGICAL ERA**

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- The significance of technological progress and innovativeness has piqued interest due to the significant impact of technology such as using digital technology in our daily interactions.
- Internet technologies are transforming the nature of entrepreneurial mechanisms, and the way entrepreneurialism is implemented, primarily in the digital world.
- Entrepreneurs are highly regarded as innovators that drive economic prosperity and societal development. Numerous industries have undergone major transformations as a result of e-commerce and technological innovations (Dahbi and Benmoussa, 2019).
- Entrepreneurial advancements are critical to a country's potential economic development (Dakduk, Santalla-Banderali and Siqueira, 2020). The most influential figures of the era, such as Jeff Bezos, founder of Amazon, and Jack Ma, co-owner of Alibaba Group, were largely formed from technological start-ups..

INTRODUCTION

AIMS & OBJECTIVES

- This presentation aims to examine and recognize the main challenges concerning e-commerce entrepreneurs, their position, involvement, and strategic planning, particularly their assessment of limitations and growth in the aspects of their e-commerce business and practices.
- The study's findings would include a rigorous assessment of evidence-based impacts and complexities of e-commerce.
- Address the transparency and comprehension that would promote and facilitate the development of a safe and more efficient e-commerce, in which both customers who shop online and businesses have a better user interface.

RATIONALE & JUSTIFICATION

- **According to (Chau and Deng, 2018), just 35 literature journals on the subject has been published. The current study and research on digital entrepreneurship is very much in its initial phases.**
- **Most works of literature have concentrated on procedures and goods (Schmuck and Benke, 2020), overlooking the entrepreneurs' point of views (POVs) (Winterstorm Värlander, Sölvell and Klyver, 2020) in relation to the upsides and challenges they encounter in operating their enterprises in the twenty-first century, as a substantial quantity of customers have shifted to online shopping, particularly in the light of the Covid outbreak.**

RESEARCH PROBLEMS



Online Frauds, Upcoming Trends



Ethical Practices, Data Protection and Privacy Issues of the Customers and Businesses



Recommendations and Possible E- Commerce Issues

RESEARCH QUESTIONS AND PROPOSITIONS

RQ1. How do e-commerce businesses shape innovation and entrepreneurship in comparison to the conventional bricks-and-mortar businesses? What are the benefits of the capital input/output and convenience to e-commerce business operations?

According to researchers, online businesses provide entrepreneurs with advantages over traditional businesses, such as lower operating costs and higher market performance (Fossen, Morfin and Evans, 2018).

These results could assist in deciding how e-commerce companies will boost their organizational growth and innovation. Present practices, systems, regulations, and mechanisms which have been established to encourage and drive innovative ideas and progress are outlined in the responses. The financing and resource limitations that e-commerce companies encounter will be investigated.



RQ2. What is the business environment in which e-commerce entrepreneurship exists in terms of growth, competitiveness and technical advancements?



Entrepreneurial activity in the e-commerce market is vital to the development of innovations and originality (Birkie, 2018). The aim of this question is to determine the crucial results in terms of productivity, competition, and technological advances for optimizing incremental/disruptive innovation in the e-commerce industry, that promotes digital transformation (Guo et al., 2019).

CONTINUED

RQ3. What are the societal systems challenged and encountered by e-commerce entrepreneurs?

The social context that the business activities operate in is vital to comprehending the establishment of enterprises (Tiba, van Rijnsoever and Hekkert, 2020), and as a result, the reasons why firms face the complexities and threats, and thus the knowledge and skills that are needed.

Could there be a void in e-commerce merchants' expertise, competencies, and knowledge that restricts their potential to remain competitive? The e-commerce entrepreneurs' social environments, orientations, and reflexivity, as well as the prejudices they face, would be addressed and evaluated.

CONTINUED

RQ4. What is the main rationale of the entrepreneur's business plans and ideas?

What factors drove them to start an e-commerce business?

The answer would demonstrate the purpose of the entrepreneur's organizational strategies and goals. Furthermore, the difference between incremental/disruptive advancement that the founders favoured based on their level of experience and understanding when faced with the need to improve would also be examined.

CONTINUED

RESEARCH THEME AND METHODOLOGY

- A research methodology is a conceptual foundation for the techniques used to gather and interpret data in the manner that they are obtained and by which metrics they are evaluated (Christofi, Vrontis and Cadogan, 2021).
- In order to address the research questions, the analysis would use both interpretive and pragmatic paradigms.
- The main research principles that underpin a pragmatic viewpoint are a concentration on practical comprehension, awareness of linkages among practice, identifying, communicating, and introspection as an experience-based process (Andersen, Medlin and Törnroos, 2020).

- An interpretivist approach is a research technique that stresses the researcher's subjective view (Ekinci, Gordon-Wilson and Slade, 2020). Compassion, empathy, and experiences of study participants are important for interpretive analysis (Ojansivu, Hermes and Laari-Salmela, 2020). By encouraging the conclusions to emerge spontaneously from the analysis, the approach acknowledges the emphasis the researchers place on significant individual interactions and societal significance (Liu et al., 2020).
- Both the interpretive and pragmatic paradigms were chosen because they are critical to the analysis and enable for a deeper interpretation of the study respondents as well as the profoundness of the study objectives.

CONTINUED

CONCEPTUAL FRAMEWORK

- The study will use a conceptual framework rather than a theoretical framework because, according to (De Silva, Gokhberg, Meissner and Russo, 2021), a conceptual framework is used to address how theories are integrated by employing more than one proposition to examine the analysis, while in a theoretical framework, only one formal theory is used, and the theory is the key focus. The researcher would analyse her thesis using several theories, including Schumpeter's Theory of Innovation and Uncertainty-bearing Theory, to list some.

RESEARCH ETHICS & RISKS

- The study will be carried out in compliance with the University's Research guidelines. Respondents' permission, lack of force, and strict regulation of gathered data would all be factors in the transparency standards.
- In the way information is gathered, processed, and disseminated, respondents will be ensured of confidentiality.
- Adherence to a system or implementation of principles, rules, regulations, protocols, and conducts is required when implementing an ethical strategy (Ben Khaled, Gérard and Farjaudon, 2021).
- Unless the respondent specifically requests it, company names will not be stated. Participants will be given an information sheet outlining and detailing the research, as well as an authorization form asking for the interviewees consent. Study participants will receive this report by e-mail and will be requested to fill and maintain a record when they consent to the data collection.

RELIABILITY AND VALIDITY

- The capacity of an instrument to determine exactly what it intends to calculate, in assessing what it is supposed to measure, is referred to as validity (R., 2020).
- While making qualitative research reliably feasible and reliable is not difficult to accomplish (Kandade, Samara, Parada and Dawson, 2020), the challenges of qualitative research in the quality and reliability sense are entangled with the philosophy of qualitative research and the need to represent and apply it in practice (Christofi et al., 2021).
- A hypothesis is an assumption that is reasonable, logical, and based on a sound process of acquisition (Burström, Parida, Lahti and Wincent, 2021). In order to assess the reliability of a possible idea to a concept, the researcher should be able to develop rational decisions as to the significance of its own and various researcher's studies (Estevão, Lopes, Penela and Soares, 2020).

SETTING, FIELDWORK, AND DATA COLLECTION

- The interviews would follow a semi-structured style. This is because, according to (Hossain, 2021), it has a set of pre-planned questions and also allows the interviewer to reach deeper into the elements of the discussion. The interviews and questionnaires will be addressed in a linear way.
- In order to encourage participants to discuss their viewpoints and experiences in their own words, a narrative interviewing style is beneficial (Olubiyi, Smiley, Luckel and Melaragno, 2019).
- Participants who are e-commerce entrepreneurs and founders will share their perspectives on how they comprehend e-commerce activities like drop-shipping and selling online on independently owned platforms and/or on online platforms like Amazon and Alibaba. Interactive online reports and studies on e-commerce, innovation, entrepreneurship, and drop-shipping can equip important evidence to support the study outcomes.

SAMPLE PROTOCOL AND SIZE

- A total of 30 people with an active e-commerce company will be interviewed.
- In qualitative research, 30 seems to be the appropriate sample size for a comprehensive analysis. Though research with as few as 10 study participants can also generate highly sufficient and reliable data, though this depends on the applicability of the participants' shortlisting (Buckley and Casson, 2021).
- The purpose will be to have a large enough sample size to show a range of perspectives whilst decreasing the size of respondents at the stage where there is a lot of repetition and recurring outcomes.
- The need and significance for qualitative researchers to explain how they arrived at maturity in their study in a more definitive and clear way is vital, allowing the audiences to understand the correlation (Paiola and Gebauer, 2020).

SOURCES OF DATA

- The researcher will use qualitative, primary, and secondary data collection approaches since the purpose of this analysis is to gain insights into the benefits and drawbacks of the involvement of business owners, as well as to gain a comprehensive understanding of the e-commerce sector.
- For data collection, this analysis will use a number of approaches. To obtain valuable data, surveys, interviews (recorded video and oral), publication studies, and credible online databases will be utilized.
- The qualitative approach was selected as it is synonymous with words and interpretation, and it incorporates and acknowledges the participants' viewpoints (Zheng, Ulrich and Sendra-García, 2021).
- It is a benefit because the researcher is much more closely linked with the participants and has a human connection with an interpersonal social activity (Lyons, Um and Sharifi, 2020).

CONCLUSION

Conclusively, the findings of the study can be useful in encouraging and empowering e-commerce businesses and entrepreneurs to achieve long-term success, and a safe and thriving online marketplace. The e-commerce perspectives explored and analysis to be obtained are focused on the reality that technology, e-commerce and globalization is evolutionarily transforming, and entrepreneurs who lack to realize this, risk causing themselves and their companies' bigger concerns.

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