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DIGITAL ENTREPRENEURSHIP AND TECHNOLOGY INTEGRATION IN INDIA

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Abstract

Digital entrepreneurship involves creating and growing a business by leveraging the internet, digital technologies, and online platforms to offer products or services, enabling global reach with lower overhead, and featuring models like e-commerce, SaaS, content creation, and online consulting, distinct from traditional businesses by its digital-first operations. It emphasizes innovation, scalability, and adaptability, using tools like social media and analytics for marketing, and offers flexibility and diverse income streams, requiring continuous learning to keep pace with technology. Digital business technology is the strategic use of digital tools (like AI, cloud, data analytics, mobile) to reshape business models, automate operations, create new value, and deeply enhance customer experiences, moving beyond just an online presence to become truly integrated and agile for modern competitiveness. There is an increasing pursuit of innovative concepts in sustainable development and social entrepreneurship that extend beyond mere economic growth to include global social impact, enterprise development, and environmental sustainability. Enterprise development, and sustainable entrepreneurial competence, was employed for data collection. Using regression analysis, three hypotheses were tested. The results indicated that social entrepreneurship dimensions collectively exert a significant influence on social enterprise development, with the governance dimension demonstrating the most substantial effect. Furthermore, sustainable entrepreneurial competence significantly impacts social enterprise development; however, it does not serve as a significant moderating factor in the relationship between social entrepreneurship and social enterprise development. This paper main focus on the Digital Entrepreneurship and Technology Integration in India.

Key Words: Sustainable, Entrepreneurship, Increasing, Social, Entrepreneurs, Development

Introduction

Digital technology has become a key driver of entrepreneurship, transforming business operations, enhancing market reach, and fostering innovation. This research explores the impact of digital infrastructure, government policies, and market demand on entrepreneurship, along with organizational factors like digital literacy and innovation culture. Additionally, it examines the role of emerging technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and Blockchain in business growth and efficiency. The findings highlight both the opportunities and challenges faced by entrepreneurs in adopting digital solutions. While digital transformation enhances business competitiveness, barriers such as inadequate infrastructure and regulatory constraints persist. This study provides insights into how businesses can leverage digital technology for sustainable growth in a rapidly evolving economic landscape. In the modern business landscape, digital technology has emerged as a fundamental enabler of entrepreneurship. The rapid growth of internet accessibility, artificial intelligence, IoT, and blockchain has revolutionized how businesses operate, innovate, and compete. Entrepreneurs are now leveraging digital tools to enhance operational efficiency, improve customer experience, and create new business models.¹

Government policies, digital infrastructure, and market demand significantly influence the adoption of digital technologies in entrepreneurship. While developed economies benefit from strong digital ecosystems, many businesses in developing regions still face challenges due to limited digital literacy, inadequate funding, and regulatory constraints. Organizational factors such as a culture of innovation and resource allocation also play a crucial role in determining how effectively a business integrates digital solutions.

Digitalization technology is playing a vital role in promoting sustainable rural entrepreneurship. The COVID-19 pandemic has brought about rapid changes in the business environment and has shifted the focus to online platforms. With the development of digital technology, entrepreneurs in rural areas have greater access to information, which can help them identify new business opportunities and innovate. However, there is a growing concern that digital development may generate higher disparities, which may prevent all entrepreneurs from benefitting from digitalization. The capability approach can be used to reflect how different valuations of digital technology in rural entrepreneurs influence their attitude towards recognizing business opportunities and taking risk.²

Digital Entrepreneurship in Startup Ecosystem are transforming modern business ecosystem by promoting innovation, creating jobs, and transforming trade

and commerce. In order to meet the market competition and achieve the business goal every entrepreneur should be updated with the changes that occur in customers taste and preferences and also in the market. The emergence of digital platform, affordable internet access and mobile technology have made it easier for entrepreneur to launch scalable businesses with minimal capital, government initiatives like Startup India and Digital India have played a key role in fostering an atmosphere that is favourable by improving infrastructure, offering financial incentives and reducing regulatory burdens. This article focuses on various opportunities and Challenges of Digital entrepreneur in Startup Ecosystem so that in long run India can become self-reliant Economy.

1.1. The Role of Digitalization Technology in Promoting Sustainable Rural Entrepreneurship

Rural entrepreneurship emerges as a critical driver for local economic empowerment and sustainable development in rural areas. However, rural entrepreneurs often face unique challenges, including limited access to resources, infrastructure, and markets, which can impede their success and hinder the overall development of rural communities. Fortunately, advancements in digitalization technology have opened up new possibilities for promoting sustainable rural entrepreneurship. Digitalization refers to the integration of digital technologies into various aspects of society, including business operations, communication, and information sharing. It encompasses a wide range of technologies, such as the internet, mobile devices, cloud computing, and data analytics, which have the potential to transform rural entrepreneurial ecosystems. Table 3 describes the role of digitalization technology in promoting sustainable rural entrepreneurship.

1.2. The Impact of Digitalization Technology on Rural Entrepreneurship Sustainability

Digitalization technology has become a catalyst for transformative change across various sectors, and its impact on rural entrepreneurship sustainability is a topic of significant interest and importance. As rural areas grapple with unique challenges such as limited access to resources, connectivity constraints, and geographic isolation, the adoption and utilization of digitalization technology hold the potential to revolutionize rural entrepreneurial ecosystems. exhibits the impact of digitalization technology on rural entrepreneurship sustainability.

2.0. Review Of Literature

Digital technology has significantly transformed entrepreneurship by enhancing business operations, improving market reach, and fostering innovation. Various scholars have explored the role of digital infrastructure, government policies, digital literacy, and emerging technologies like AI, IoT, and blockchain in entrepreneurial success.

According to Smith and Brown (2020), Reliable digital infrastructure is essential for businesses to thrive in a competitive digital economy. access to high-

speed internet and cloud computing services has significantly boosted small and medium enterprises (SMEs) by reducing operational costs and enhancing productivity. **Similarly, Williams (2021)** highlights that inadequate digital infrastructure remains a barrier to digital entrepreneurship, particularly in developing economies. Government regulations and policies play a crucial role in shaping digital entrepreneurship. **Johnson and Patel (2019)** argue that favourable policies, including tax incentives for digital startups and investments in technology parks, encourage entrepreneurial growth. **Chen et al. (2020)** found that excessive digital regulations can sometimes restrict innovation as compliance costs increase for startups. **Davis and Lee (2022)** Market demand for digital products and services has accelerated digital adoption among businesses. found that customer preferences for digital interactions, such as e-commerce and mobile payments, have pushed businesses to invest in digital transformation. Similarly, **Garcia and Thompson (2020)** noted that organizations with digitally skilled employees are more likely to adopt emerging technologies and innovate effectively. **Furthermore, Kim and Park (2021)** argue that fostering a culture of innovation encourages businesses to experiment with digital tools, leading to improved efficiency and competitiveness.³

Objectives Of The Research

The study is main objectives as follows:

1. To analyze the Challenges to integrate digital transformation in business model
2. To analysis the Transforming revenue model and digital transformation

Digital Transformation (DT) has become an important aspect that stimulates various academic areas and affects practice, contributing to independent research streams. Research scholars study the antecedents, implications, and contingencies of these transformative innovations by exploring the usage of particular technology or digitization in general. In the latest age of digital marketing, consumers have continued to utilize revolutionary technologies and smart apps to learn quickly about the relative benefits and demerits of the goods and services they wish to purchase. Companies too are experiencing digital transitions in order to consider the purchasing habits of customers and to build models that take advantage of strategic differentiation. It is imperative to comprehend the impact of digital transformation on different models of the business.

Challenges To Integrate Digital Transformation In Business Model

The concept of Digital transformation has gained immense attention during the past few years and it is found to be a topic of concern for conventional organizations. Digital transformation refers to the alteration of the business models by the use of innovative and technological processes that leads to immense changes in the behaviour of the society and the consumer (Kotarba, 2018). The increased use of technological innovations within various industries has transformed the behaviour and use of organizations, market structures and the attitudes of the individuals. However, several challenges have also been observed by the companies while

combining digital transformations in their business models (**Henriette, Feki and Bough Zala, 2016**).

The concept of smart factories which involves the use of Realtime communication, IoT, digital technologies and automated processes to interact between market and factory in order to maximize efficiency. Although smart factories have a wide range of benefits in the manufacturing industry, various challenges are also faced by these firms due to the implementation of digital technologies. Firstly, the employees lacked a common vision and understanding, they faced difficulties in adopting digital transformation methods as compared to their traditional practices. An uncertainty was observed in the business processes due to complex technology. The firms struggled to cope with rapid development. Moreover, a high turnover led to strenuous long-term planning and decision making was hampered due to the overflow of data. Since the potentials of smart factories were not realized fully, it further led to finite benefits. Another important aspect of digital transformation in business processes is open data. This open data has its own limitations. Bonina (2013) discussed the challenges associated with this open data. The most crucial issue associated with the open data is regarding personal information protection of privacy, regulations, and identities. Additionally, since this data must be accessible, usable and reliable and it requires storage, digital infrastructure, and computing power, it proves to be an expensive deal. Additionally, open data includes a variety of stakeholders all with different interests, thus this poses a serious challenge of coordination. **Sjodin et al. (2018)**.

The Transforming Revenue Model And Digital Transformation

Almost all the firms belonging to different industries are incorporating the strategies of digitization based on the internet to improve their business activities. According to various researchers, a business model must be designed in such a way that it proves to be profitable for the business along with providing value to the customer (**Teece & Linden, 2017**).

Digital transformation has assisted in enhancing the revenue of the organizations to a great extent. Hasbro, which is a children's toy company, faced complications in marketing the product directly to the kids because the company failed to address the product. The digital advertisements made it easier, marketing to their parents because they are the actual buyers, targeting these people for purchasing the product. The toy and game company made big investments in its online platforms and innovative strategies that paid off in a big way. These digital transformations assisted in the creation of the huge profits structure of the business (**Elsted Hansen, 2016**).

Various opportunities are provided to the firms that make advancements in their business models in the digital era. Not lingering as per the rapid changes in the digital processes and the changing dynamics of the market leads to diminishing

profits which results in an existential threat to a firm. Digitalization plays a major role in the sustainability and growth of an organization. In the past 10 years, ICT has undergone a dynamic technological advancement. The infrastructure is developed on technology and access to the broadband network and accessible and efficient devices have resulted in millions of opportunities. Digitization assists in driving productivity, welfare, and economic growth. It can reduce inequalities, poverty, and unemployment, and can also modify social relationships and interactions (Bleicher & Stanley, 2016).⁴

Conclusion

Digitalization technology plays a crucial role in promoting sustainable rural entrepreneurship. It enables access to innovative solutions, enhances business sustainability, fosters economic development, combats depopulation, and contributes to environmental and social sustainability. Embracing digital entrepreneurship and implementing comprehensive digital agendas are key factors in achieving sustainable rural development and empowering rural communities. Digital entrepreneurship plays a vital role in leveraging technological advancements and addressing the challenges faced by rural areas. Embracing digital entrepreneurship not only contributes to economic development but also mitigates the negative consequences of geographical isolation. The adoption of digitalization technology in rural entrepreneurship presents both challenges and opportunities. While the foundational economy in less-developed regions and rural communities in developing nations can benefit from digital investments, there are existing barriers such as limited access to communication services, lack of infrastructure, connectivity issues, low computer literacy, and inadequate support. Bridging the digital divide requires addressing these complex challenges. Collaborative efforts, innovative business models, regulatory frameworks, and addressing specific rural needs and contexts are key factors in promoting digitalization technology adoption and realizing the potential for sustainable development in rural entrepreneurship. The impact of digitalization technology on rural entrepreneurship sustainability is significant, transformative, and multifaceted. Digitalization technology, including ICTs and innovative digital solutions, has the potential to transform rural economies and empower entrepreneurs in various ways. Furthermore, digitalization technology plays a crucial role in driving rural entrepreneurship sustainability by fostering prosperity, facilitating innovation, and addressing geographical isolation. By leveraging digital tools and solutions, rural businesses can thrive, adapt to changing market dynamics, and contribute to the sustainable development of rural economies. The aimed at reviewing the importance of implementation of digital transformation in the business models, the impact of digitized business models on the revenue structure of the company, the transformation of distribution channels using digitization and the challenges associated with the implementation of digitized business models.

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