

TYPES OF ENTREPRENEURSHIP: OCCASIONAL SITUATIONAL AND SPONTANEOUS

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Abstract

Entrepreneurship is a natural phenomenon in business. It's part of doing business life. It shows that business is healthy when entrepreneurial skills and management are accepted for change and learning. So it will be beneficial so that every business organization understands the definition of business, resources, and types of business and can manage a business. It is qualitative research based on a literature review that defines entrepreneurship, defines sources and types of business, and provides practical instructions on running a business. Several definitions were found for business based on resources and business types, such as entrepreneurial skills, innovation, and management. Previous research classified business into various terms, such as technology and process business. Some practical guidance was also provided, but business skills are the main point. To date, entrepreneurs seem to dominate the types of business start-ups. The success of small businesses relies heavily on owner characteristics such as their personality. Although vast, only a handful of studies have examined entrepreneurial nature as a success factor in an offline environment and looked into the context online. Variable or maybe more from offline The business context is likely missing (missing) in the online business context. In addition, new variables will be revealed in the light of online entrepreneurs. Results obtained from a systematic literature review seem to support this idea. This study, therefore, proposes a conceptual framework for online entrepreneurs'

success by emphasizing personality variables. This calls for more empirical testing of the proposed variables in online entrepreneurs.

Keywords: Entrepreneurship, Entrepreneurial skills, online entrepreneur; success factor; entrepreneurial personality; entrepreneurial traits; demographic; a systematic review of the literature,

Introduction

Every business organization has its vision and mission. Entrepreneurship is part of it of business life and contributes to the successful organization of the business. People actively engaged in business activities are most responsible for achieving their vision. However, people come from different backgrounds, and education, which increases the question of business skills, is inevitable and will become part of the business process. In addition, the development of the economy and technology creates a diversity of businesses and, at the same time, increases their competitiveness. From this view, innovations have become commonplace. However, the challenges of business become a task. However, we need to understand that not all business activities are this positive for a business organization if and as long as entrepreneurial skills and management are accepted within the organization to change and learn. Managing the business and exploring the required skills are necessary to maintain sound business performance. Meanwhile, the definition of business must be fully understood.

Because entrepreneurship is a natural phenomenon in business and can result in business performance and impact, it will benefit every business player or entrepreneur first to understand the definition of a business. They would be able to overcome business problems. The description will be covered in this document includes business and business concepts, resources, business types, and tips on how to run a business based on previous research.

Entrepreneurs are said to have the most significant type of small business in the world, regardless of whether on an offline or online platform (Abdullah et al., 2009; Adam & Mahadi, 2016; Hashim et al., 2016; Lee & Tsang, 2001; Rahayu & Day, 2017; Wasim & Khan, 2014; Zalatar, 2012). However, as entrepreneurs do, it has always been said that you enter the "valley of death" during the first three years of operation (Gompers & Lerner, 2002 (as cited in Mack et al., 2017). Among the significant challenges faced by entrepreneurs are the lack of resource conditions, limited product supply, unknown brands, and unknown brand and uncertain access to their markets (Markman & Baron, 2003; Mohamad Radzi et al., 2017; Saffu & Manu, 2004; Simpson et al., 2012). The primary key to reducing the incidence of failure is recognizing and exploring the critical success factors (Pansiri & Temp time, 2010). Success and survival mainly depend on internal factors such as the entrepreneur's personality (Al Mamun et al., 2018; Lateh et al., 2017; Zhao et al., 2010). In theory, the correlation between business performance and entrepreneurial factors or personalities in an offline context (see Benzing et al., 2009; Pinho & Sampaio de Sá, 2014; Chu et al., 2011; Lee & Tsang, 2001; Littunl. en, 2000; Unger et al., 2011) were extensively investigated; but limited within the online context. Personality variables studied by offline entrepreneurs can be absent. However, they can work for online entrepreneurs because they have moved their conventional platform to a virtual one (Kraus et al., 2019) and have common personalities with offline entrepreneurs (Phonthanukitithaworn et al., 2019). So we reviewed the literature on the characteristics of online and offline

entrepreneurs and compared them in these two different environments. The aim was to identify additional variables from studies on offline entrepreneurs that could be adopted in the online environment for people in business. The result of this paper could contribute to the body of knowledge, especially in the Internet business field. The rest of this post introduces entrepreneurs and online entrepreneurs, entrepreneur performance and entrepreneur's personality as success factors, relevant theory, evaluation method, findings and analysis, discussion, conclusion, and recommendations for future research studies.

LITERATURE REVIEW

2.1 Entrepreneur and Online Entrepreneur

An entrepreneur creates and organizes a business to generate returns and progress (James W. Carland, Hoy, Boulton, & Carland, 1984). An entrepreneur is a small enterprise founder, owner, and manager (Stam et al., 2014; Zhao et al., 2010). The presence of the Internet has led entrepreneurs to do their own thing business online. This study used the term "online entrepreneur" to explain the founder and owner of a company that conducts commercial activities using the Internet platform for profit. Entrepreneurs are the backbone of almost all nations worldwide (Abdul Jamak et al., 2014). Many researchers agreed that entrepreneurs seem to dominate small businesses in most developing countries (Abdullah et al., 2009; Adam & Mahadi, 2016; Hashim et al., 2011; Lee & Tsang, 2001; Rahayu & Day, 2017; Wasim & Khan, 2014). In the online environment, entrepreneurs are also dominant in other e-commerce types (Zalatar, 2012), where they use social media platforms, especially social networking sites (SNS), such as Facebook, Instagram, and Twitter, as business platforms (Roteh, 2014). The lack of academic work in the context of online entrepreneurs may explain the missing model for entrepreneurs in determining success factors (Kraus et al., 2019; Sukrat & Papasratorn, 2018; Vongsraluang & Bhatiasavi, 2017). In connection with e-commerce, previous studies had revealed that most entrepreneurs simply adopted it because other entrepreneurs did so without identifying the key to its success (Ahmad et al., 2018; Grizane & Jurgelane, 2017; Hassan et al., 2015; McCann & Barlow, 2015; Stelzner, 2016). In addition, most online entrepreneurs cannot achieve the desired profits (Phonthanukitithaworn et al., 2019). It thus emphasizes the need to investigate the success factors of online entrepreneurs further. It is necessary to identify critical success factors and frameworks as they offer guidelines for online entrepreneurs on how to do so fruitfully establish an online business (Madu & Madu, 2002; Mohamed et al., 2009; Pansiri & Teatime, 2010; Phonthanukitithaworn et al., 2019)

2.2 Performance of the entrepreneur

In the online environment, most previous scholars seemed more interested in examining adoption issues, such as adoption factors and effective web design, instead of post-adoption issues (Jones et al., 2015; Parveen et al., 2016; Rahayu & Day, 2017; Sebora et al., 2009). Since online business is progressing widely nowadays, companies should instead focus on how to successfully deploy an online business, considering whether to accept it (Madu & Madu, 2002; Mohamed et al., 2009). Business performance measures are essential to assess business success using several constructs such as sales, sales growth, and profits (gross and net) (DeLone & McLean, 2004; Mandhachitara & Allapach, 2017;

Paniagua & Sapena, 2014; Zhaeibert and Lumpkin, 2010). Most businesses generally focus on generating income or profit (Feindt et al., 2002; Gamboa & Gonçalves, 2014; Hui et al., 2005; Mohamed et al., 2009; Simpson et al., 2012), mainly from selling goods and services. Schlemmer and Webb (2006) explained that sales are an expression of success in a market transaction and sales growth refers to increasing customer income. Development is identified through sales and profit (McClelland, 1986; Zhao et al., 2010). The number of transactions, revenue, as well as increased sales and profit is standard metrics that measure entrepreneur success (Abdullah et al., 2009; Barua et al., 2004; DeLone & McLean, 2004; Liang et al., 2012; Lumpkin & Dess, 1996; Schlemmer & Webb, 2006; Zhu, 2004). In addition, many scientists have agreed that this sales performance is the most appropriate measure for small businesses (Shepherd and Wiklund, 2009; Shiba and Barako, 2017). We define online entrepreneur success as the entrepreneur's ability to survive and survive expand in your business future.

2.3 Entrepreneur's personality as a success factor

Entrepreneurs must make important decisions and take full responsibility for their businesses (Isaga, 2012). Many scholars agree that entrepreneurial success is dictated by individual dimensions, including business factors such as education level, leadership skills, and various skills (e.g., networking and technical skills) (Al Mamun et al., 2018; Anggadwita & Mustafid, 2014; Islam et al., 2011; Lateh et al., 2017; Mohamad Radzi et al., 2017; Rogoff et al., 2004; Sidik, 2012; Theng & Boon, 1996). Thus, we decided to approach the entrepreneur's personality as a success factor. Various personality factors lead to the success of an entrepreneur (Benzing et al., 2009; Laosethakul, 2005; Ng & Kee, 2012; Stefanovic et al., 2010; Watson et al., 1998), but these factors were not mutually agreed upon between practitioners and academia (Hui et al., 2005; Rauch & Frese, 2007; Rogoff et al., 2004; Simpson et al., 2012; Watson et al., 1998). This is because entrepreneurial personality varies due to differences in business type, industry, and geographic location (Carland et al., 1984; Pinho & Sampaio de Sá, 2014; Dobbs & Hamilton, 2007; McClelland, 1986; Simpson et al., 2012). Also, differences in unit analysis affect the inconsistency and create an available set of business success factors. (Rauch and Frese, 2000; Molla & Licker, 2001). Entrepreneurs need to identify and focus on critical success factors (CSFs) that must be followed to grow and survive despite limited resources (Choshin & Ghaffari, 2017; Ng & Kee, 2012; Simpson et al., 2012). An entrepreneur's personality consists of two broad dimensions; characteristics and demographics. According to

Isaga (2012), entrepreneurial traits refer to an individual's beliefs, values, and principles. Properties are used to explain the specific attributes of an entrepreneur related to entrepreneurial tasks, such as the need for success, place

control, innovativeness, the propensity to take risks, and self-efficacy. Meanwhile, the entrepreneur's demographic characteristics refer to the factors of a person, such as gender, age, family background, academic qualifications, and experiences that entrepreneurs have accumulated during their lifetime. Some scholars have focused on entrepreneurs'

traits only (see Abdullah et al., 2009; Lumpkin & Dess, 1996; Rauch & Frese, 2007; Rauch et al., 2009; Sidik, 2012; Zhao et al., 2010), while some researchers have only delved into

demographic data (see Boso et al., 2013; Huang et al., 2012; Soomro et al., 2019; Unger et al., 2011) and several probes into both dimensions (see Benzing et al., 2009; Coy et al., 2007; Isaga, 2012; Islam et al., 2011; Ramadani, 2015). Several studies have examined other entrepreneurial factors, such as networking and social/political status, as success factors beyond traits and demographic dimensions. How studies regarding online entrepreneurs have yet to be comprehensive is an integral part of considering the variables from these three categories placed under the umbrella of entrepreneurial personality to ensure that all potential variables are addressed without neglect.

2.4 Relevant theory

Currently, studies on offline entrepreneurs and small businesses come from various disciplines, such as management, economics, sociology, psychology, and anthropology (Baron, 2000; Bull & Willard, 1993; Landström, 1999; Simpeh, 2011). A study of business Success factors have so far individual emp characteristics with several theories related to entrepreneurship success (Akin, 2012; Dobbs & Hamilton, 2007; Hui, Jinghua, & Lee, 2005; Le, 2009; Seborá et al., 2009; Watson et al., 1998). We have included several theories of psychology, namely Human Capital Theory, Need Success theory, locus of control theory, and the Big Five personality.

Theory of human capital

The human capital theory proposes that a person and society generate financial benefits from investments in humans (Sweetland, 1996). Human capital emphasizes internal resources to facilitate success (Kell et al., 2018). Human capital consists of several hereditary factors such as personality, intelligence, attractiveness, health, and acquired competencies, including education, work training, tenure, work experience, and interpersonal relationships (Shanahan & Tuma, 1994, as cited in Markman & Baron, 2003). This suggests that human capital, the variables, education, and experience initially emphasized by Becker (1964), have been expanded to broader means such as formal education, knowledge, training, skills, work experience, start-up experience, owner experience, parental background, and more (Greene et al., 2015; Unger et al., 2011). Kell et al. (2018) grouped these variables as a traditional domain in which they argued that these variables focus on cognitive skills. Meanwhile, the non-traditional human capital domain includes psychological qualities, such as personality traits, professional interests, and psychosocial and academic factors. Studies on the positive relationships of human capital to specific variables such as education, experience, knowledge, and skills have been successfully implemented in the field of business (Colombo & Grilli, 2010; Markman & Baron, 2003; Martin et al., 2013; Unger et al., 2011), but their size relationships vary between studies (Unger et al., 2011).

Need for Achievement

McClelland's (1961) need for achievement theory suggests that individuals want to advance and excel. These individuals set high but achievable goals and try to achieve them with their efforts (Bezzina, 2010). It is said that an entrepreneur has a great desire to succeed when he tends to think and plan, strive to achieve set goals, dare to take responsibility for decisions, and love mentally demanding tasks (McClelland, 1961, as cited in Seborá et al., 2009). Such a person would try to apply different approaches, proactive in decision-making, and design more market-oriented strategies (Bahari

et al., 2017). They are not easily satisfied with current success and always striving for improvement (Lee & Tsang, 2001). McClelland (1961) (as cited in Yan, 2010) argued that an individual with a high need for achievement perceived has a high chance of success. Studies on entrepreneurship, small businesses, and SMEs revealed the importance of the need for achievement, which demonstrated a positive relationship with entrepreneurship growth (see Abdullah et al., 2009; Pinho & Sampaio de Sá, 2014; Isaga, 2018; Kim et al., 2018; Lee & Tsang, 2001; Sehora et al., 2009).

Locus of Control

Locus of control is said to be a person's perceived ability to influence the events he encounters in his life (Begley & Boyd, 1987; Lee & Tsang, 2001). The locus of control theory was initiated by Rotter (1966) and divided people into two groups. The first group, known as internals, believe that their future is underground, mainly in control of their determination, while the other group believes that the events that take place are the result of external power and beyond their control (Dollinger, 2008; Lee & Tsang, 2001; Littunen, 2000; Sehora et al., 2009). An entrepreneur who exhibits an internal locus of control would be more enthusiastic about engaging actively new business prospects instead of waiting for them to come because they are confident in their competence to control life events (Bezzina, 2010; Lee & Tsang, 2001; Littunen, 2000; Yan, 2010). Entrepreneurs believe that the success or failure of a business depends on their desire, effort, and action, where they are committed to the decisions made (Begley & Boyd, 1987; Yan, 2010). Internal locus of control has been found to positively affect entrepreneur performance (Lee & Tsang, 2001; Sehora et al., 2009). The Big Five Personality Traits, known as the five-factor model, Big Five personality refers to a theory that proposes that human personality traits can be viewed from five dimensions, namely openness to experience, conscientiousness, extroversion, agreeableness, and neuroticism (OCEAN) (Gosling et al., 2003; Jackson et al., 1967; Zhao & Seibert, 2006). Extroversion is among the five personality traits that most researchers have positively (see McCrae & Costa, 2003 as cited in McCabe & Fleeson, 2012) with entrepreneur performance (Zhao et al., 2010). An extrovert is active in terms of being social, assertive, and talkative (McCabe & Fleeson, 2012). Extroversion can be measured using several dimensions, including social activity, dominance, vigor, and social self-confidence (Jackson et al., 1967; McCabe & Fleeson, 2012; Saklofske et al., 2012). Studies related to entrepreneurship have emphasized the sociability dimension (see Brandstätter, 2011; Lee & Tsang, 2001; Zhao et al., 2010). *Sociability* is defined as a person's ability to create interpersonal relationships, regardless of the situation, which a highly extroverted person actively pursues while creating interpersonal relations with the pleasure of having time to connect with others (Jackson et al., 1967). In this sense, sociability is important among entrepreneurs for creating their networks and a simple business structure, especially when one is both an owner and an employee of the business (Zhao & Seibert, 2006). In an online environment, an extrovert uses SNS for social activities and networks (Liu & Campbell, 2017; Tosun & Lajunen, 2010).

METHOD OF EXAMINATION

A systematic literature review (as suggested by Baker, 2004) was conducted to find relevant articles on entrepreneur performance. To find relevant articles, a suitable set of domains and their combinations of keywords are needed to set the parameters (Baker, 2004; Bandara et al., 2011). First articles in databases such as Scopus, Web of Science, Emerald, Sage, JSTOR, and Science Direct were searched using keywords such as performance, success, and growth. The articles were then filtered using keywords such as entrepreneur, small business, and small and medium-sized enterprises (note that small businesses and small and medium-sized enterprises are entrepreneur types). Articles selected for review were from both online and offline businesses. A total of 7,794 articles related to entrepreneur success factors were manually reviewed to extract only pieces that met the study objective. Articles dealing with external and corporate factors were omitted. As a result, Sixty articles were linked to studies on entrepreneurial personality as a success factor, but only four reports were studied in an online business environment. Two of these articles focused on SMEs (see Choshin & Ghaffari, 2017; Zhang, 2017) and two other articles dealt with online business (see Phonthanukitithaworn, 2019; Sehora et al., 2009). Sehora et al. (2009) and Phonthaukitithaworn et al. (2019) studied B2C business in Thailand. A study by Sehora et al. (2009) was found to be an online pioneer of business research, whereas Phonthaukitithaworn et al. (2019) extended the model proposed by Sehora et al. (2009) study.

FINDING AND ANALYSIS

From the extracted 60 articles, 36 variables were identified as success factors at the individual level. These variables were determined based on the frequency in the selected articles (see Figure 1). Many entrepreneurial characteristics were studied, with education, experience, susceptibility to risk, the need for success, innovation, networking, and management/business skills among the highest variables that have sparked interest among scientists. However, there have been studies on online entrepreneurs. A few variables were limited and emphasized, such as risk-taking, need for achievement, locus of control, knowledge, leadership, and technical skills. Therefore, several personality variables frequently cited in offline entrepreneurship studies may have relevance for online entrepreneurs.

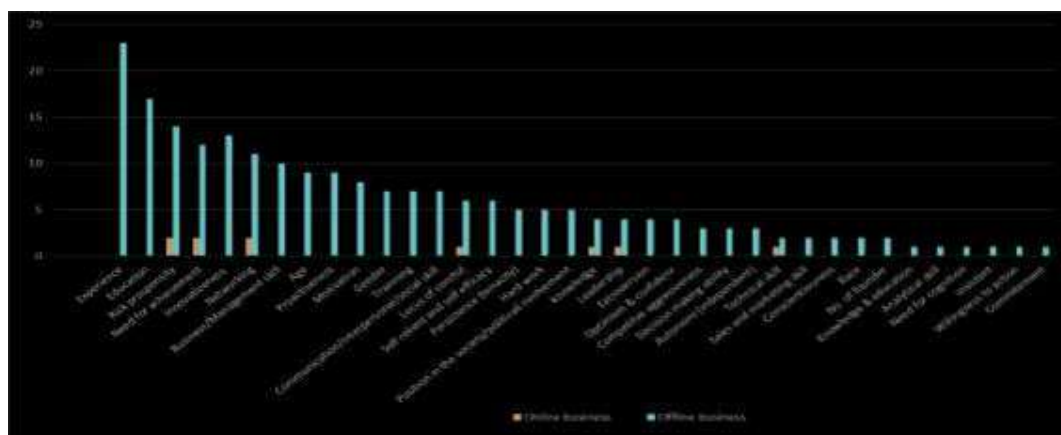


Figure 1. Frequency analysis for entrepreneur personality

Furthermore, the identified variables were grouped into three categories, namely characteristics (20 variables), demographic (14 variables), and another (2 variables) for further analysis (see

Figures 2-4). Hao Zhao et al. (2010) and Rauch and Frese (2007) discovered this entrepreneur, in their meta-analytic studies on entrepreneurial personality traits, had positive correlations with entrepreneurial performance. As shown in Figure 2, offline I online studies have highlighted four traits: the need for achievement, leadership, locus of control, and risk-taking. Studies on offline businesses often emphasize the need for success, risk-taking, and innovation. Only four variables emerged in studies of online entrepreneurs: the need for achievement, propensity to take risks, locus of control, and leadership, which serve as entrepreneurial traits for success factors.

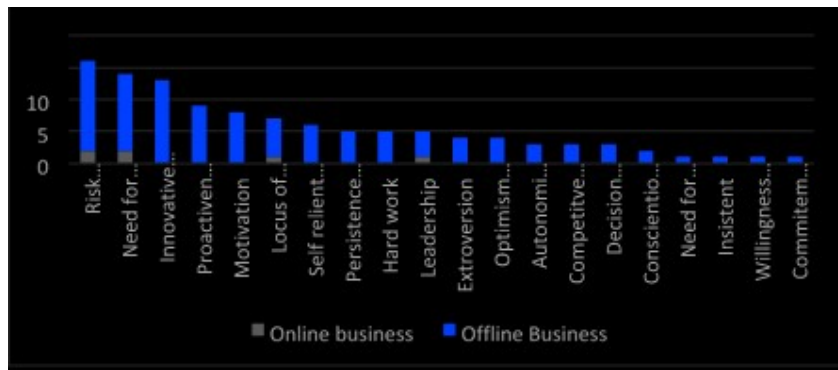


Figure 2. Frequency analysis for entrepreneurial traits

In addition to entrepreneurial traits, some studies on offline entrepreneurs have also examined entrepreneurial characteristics and demographic profiles (Abdullah et al., 2009; Gartner, 1985). Demographic variables of the entrepreneur, such as gender, age, race, marital status, education, experience, and training, showed positive relationships with business success (see Bala & Feng, 2019; Benzing et al., 2009; Franco & Prata, 2019; Lee & Tsang, 2001; Pinho & Sampaio de Sá, 2014; Ramadani, 2015; Soomro et al., 2019; Stefanovic et al., 2010; Unger et al., 2011). Figure 3 shows that education and experience are the most frequently cited variables. Surprisingly, these variables have not been explored in an online context. For the entrepreneur demographic, only two studies on online entrepreneurs emphasized managerial knowledge and technical skills

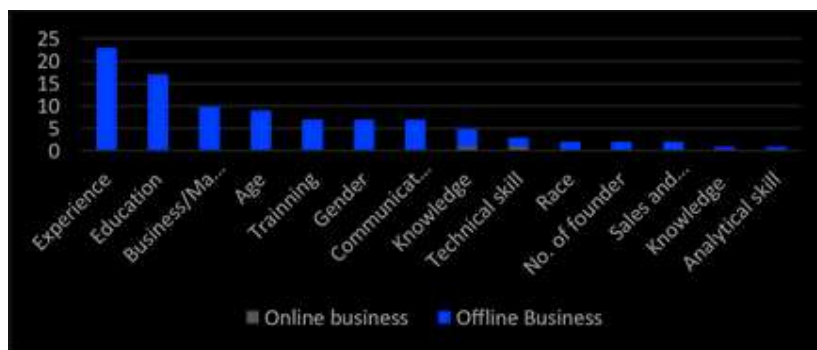


Figure 3. Frequency analysis for business demographics For the other categories, two variables were identified; networking and social status (see Figure 4). The networking variable has frequently appeared in studies on offline entrepreneurs, showing the importance of network variables for entrepreneurial success. Additionally, only network variables are available across studies of online entrepreneurs.



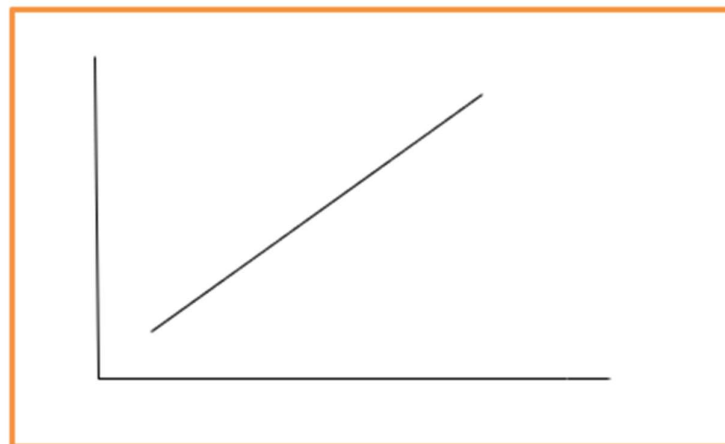
Definition of business

Entrepreneurship is a discipline (Croci, 2016). Business is different, being a discipline in itself. Croci (2016) also defined entrepreneurship as an autonomous discipline that can function independently and is interdisciplinary. Another study defines entrepreneurship as "the practice begins with action and the creation of a new organization." (Barot, 2015). Barot (2015) also stated that entrepreneurship is the key to success. The individual who creates a new business organization enters a new business paradigm. Nevertheless, entrepreneurship is an activity that has shifted old habits into the unknown, is thoroughly disciplined, and is independent. Business is an art (Chang et al., 2015). Chang (2015) stated that "art entrepreneurship is relatively new. The research topic and area of focus examine the management process of entrepreneurship, such as creativity and independence, the ability to adapt and create artistically, and economic and social value." There are many definitions Of entrepreneurship; some see entrepreneurship as a process of successful organizations, and others define entrepreneurship as building mindsets and skills. However, the ultimate goal of the business definition is job creation, leading to economic development (Barot, 2015) (Hessels, 2019). Next, a business must employ human resources with a technical and skilled workforce and managerial talent (Barot, 2015) (Chang et al., 2015). As mentioned above, a business is defined at one point. Hessels (2019) describes entrepreneurship as an intersection with a developing economy. Then there is the theory developed by the researcher as below:

Entrepreneurial Ability

Management

Skill or talent



Knowledge

Opportunity

Process

Learning

Figure 1. The entrepreneurial process toward economic development

From Figure 1. we can conclude that entrepreneurship is closely related to opportunity recognition and emphasizes the importance of knowledge and skills as the basis of

entrepreneurial skills (Hessels, 2022). Hessels (2022) pointed out that entrepreneurial skills bring innovation to the market through entrepreneurship and learning. In the end, the management of the business creates sustainability to support economic growth (Chen et al., 2021).

Business predecessors,

Many researchers have studied the source of entrepreneurship. They are described below:

1. Opportunity-based entrepreneurship (Jinjiang et al., 2022).
2. Market entrepreneurship (Ali et al, 2022). It was reported by Ali (2022). "Market-driven business combines marketing and business logic, solving market opportunities."
3. Entrepreneurial skills ((Nururly et al., 2019). There are several reasons why businesses require skill or talent through creativity and market awareness (Bonny et al., 2019).
4. Entrepreneurship and innovation create value (Maritz et al., 2017). Furthermore, these two constructs required new specific learning and industry. challenges (Maritz et al, 2018).
5. Business is shaped by digital technology and delivers the end business opportunities (Nambisan, 2018). Nambisan (2018) also stated that digital technologies have solved the problems of uncertainty in business processes and results.
6. Another source of entrepreneurship is education, or what we call the term "education for business." Business education has transformed society (Ratten et al., 2020). For example, business education increases students' academic performance (Nasrullah et al., 2018). Nasrullah (2018) stated that providing entrepreneurship instruction in the classroom would be more beneficial in changing the mindset of students towards life and company. However, both (Nasrulla et al., 2018) and (Ratten et al., 2022) characterized entrepreneurial education as interactive learning.

Types of business

Barot (2018), in his research, stated that there are two types of entrepreneurship. First is an opportunity-based business. A businessman perceives a business opportunity and develops entrepreneurship as his career choice. At the same time, (Jinjian et al., 2022) (and Baptista et al., 2017) stated that opportunity-based entrepreneurship initiates risky activities because of a new idea and personal expansion. Second, based on necessity business. Barot (2018) explained that a new entrepreneur does not have the opportunity to earn a living. In this case, entrepreneurship is not a choice but a compulsion. People in this stage do not value business; because the situation exists when it does not exist other labor market options (Gries et al., 2017).

A study by Aulet, W. and Murray, F. (2018) divided entrepreneurship into two Categories. The first category is business, which is shaped by innovation. This type of innovation-based business shares the idea of innovation in business to take advantage of global opportunities. Second, a small business, or small medium enterprise, is another business with limited access to the worldwide market, traditionally serving local needs with a low, competitive advantage. These two types of business are very contrasting. Why? Because innovation requires talented teams that focus on the business model, process, and technology that a business organization is dealing with rather than thinking about income, cash flow, and jobs over time (Aulet et al., 2019).

On the other side, other studies classify entrepreneurship into different segments; A high-growth, technology-enabled business backed by venture capital (Welter et al., 2018) like Yahoo, Google, Apple, Amazon, etc., which focuses on technology business and the growth that will make the owner a billionaire, creates thousands of jobs and provides goods and services in a wide range at the right time.

Managing Entrepreneurship

Previous studies have suggested some guidance in defining entrepreneurship. According to (Barot, 2019), to manage entrepreneurship, first, an entrepreneur must bear the risk of taking business, second face uncertainty and volatility of business, especially for those People start the company for the first time (startup), and the last is generating profits. In addition, Barot (2019) suggests some potential tools to participate in the process of entrepreneurship, such as being an innovator, being alert to recognize opportunities, and being skillful. Those characteristics of entrepreneurs will enable the newcomer to adapt, perceive the market fails, create new goods to fill the market demand, and then connect them into a single network with different targets. However, to achieve success, Barot (2019) also suggests that the government actively deals with entrepreneurship activities, such as giving support financing for new entrepreneurs and providing some education and training in entrepreneurship.

Ifedili (2017) defines *managing entrepreneurship* as entrepreneurship education to increase participants' interest in entrepreneurship. Ifedili (2017) finally found that students posed a positive attitude towards the course. However, it will improve academic performance (Nasrullah et al., 2020).

Theoretical framework

A theoretical framework linking entrepreneurship and economic growth is provided according to new theories of industry evolution (Jovanovic, 2010; Ericson and Pakes, 2011; Audretsch, 1995; Hopenhayn, 2012; Lambson and Klepper, 2014). While traditional theories suggest that entrepreneurship will slow economic growth, these new theories suggest that entrepreneurship will stimulate and create change. The reason for these theoretical contradictions lies in the context of the basic idea. In the traditional approach, new knowledge plays no role; instead, static efficiency, mainly determined by the ability to exploit economies of scale, dictates growth. In contrast, the new theories are dynamic and emphasize knowledge games' role. Because knowledge is inherently uncertain, asymmetric, and connected with high transaction costs, differences in expected value emerge new ideas. Economic entities, therefore, have an incentive to leave an established firm Business is the vehicle that sometimes (the most radical) ideas are implemented. A characteristic feature of these evolutionary theories is focusing on change as a central phenomenon. Innovative activity, one of the terminal manifestations of change, is at the heart of much of this work. Innovation is associated with entry, growth, survival, and how firms and the whole industrial change over time. The dynamic performance of regions and even entire economies is related to how well the innovation potential is tapped. Why are new companies created? The traditional view based on equilibrium is that new firms enter the industry, whether startups or diversifying from other sectors, when incumbent firms make above-normal profits. By expanding industry supply, entry lowers the price and restores

profits to their long-run equilibrium level. Thus, in equilibrium-based theories, entry serves as a mechanism for disciplining incumbent companies. New industry development ideas develop and evaluate an alternative characterization of access based on innovation and firm growth costs. For example, Audretsch (2010) analyzes the factors that influence the degree of novelty startup companies. Small firms account for a more significant percentage of the innovation industry, which suggests firms are beginning to take advantage of substantial knowledge about innovations emerging from sources outside of industry excellence. This initial state of uncertainty and a greater degree of uncertainty towards established businesses industry is captured in the theory of firm selection and industry evolution proposed by Jovanovic (2010). Jovanović presents a model in which there are new companies that he terms entrepreneurs face unexpected costs that vary between firms. The model's central feature is that the new firm does not know its cost function, i.e., its relative effectiveness, but instead discovers it through learning from its actual performance after entry. In particular, Jovanovic (2000) assumes that entrepreneurs are unsure of their ability to manage a new business startup and, therefore, their prospects for success. Although entrepreneurs may start a new business based on a vague feeling of expected performance upon entry, he is yet to discover their true abilities -- as far as managerial competence and founding a company on an idea that is a viable market – once their business is established. Those entrepreneurs who find that their ability to exceed their expectations expand the scope of their business, while those finding that their post-entry performance is less than commensurate with their expectations will affect the scale of production and possibly exit from the industry. Thus, Jovanovic's model is a theory of noisy selection where efficient firms grow and survive, and inefficient firms decline and fail. New evolutionary ideas and empirical evidence about the role of entrepreneurial small businesses emerge that the markets are moving with many new companies.

Entering the industry and many firms exiting the industry. An evolutionary view of business is that new firms usually start on a small production scale. They are motivated to appropriate the expected value of the new economy knowledge. However, depending on the extent of economies of scale in the industry, the firm may not be able to remain viable indefinitely at its initial size. Instead, if economies of scale are negligible, the new firm will likely have to grow to survive. The temporary survival of new firms is probably supported by deploying a factor compensation strategy that allows a firm to determine whether or not to have a viable product. Empirical evidence supports such an evolutionary view of the role of new firms in the manufacturing industry, as the growth of firms that survive market entry tends to be accelerated by the extent there is a gap between the level of MES production and the size firm. However, the probability of survival of any particular new firm tends to decrease this gap is widening. Such new firms at a suboptimal scale are engaged selection process. Only those companies that offer a viable product that can be manufactured will effectively grow and eventually approach or reach the MES output level. The rest will stagnate, and, depending on the severity of the second pick, the mechanism—scale economies of scale—may eventually be forced out of the industry. Instead, by serving as agents of change, entrepreneurial firms provide a vital source of new ideas and experiments that would otherwise remain unused in economics. The influence of business manifests itself in growth levels in the company, region, and even nationally.

DISCUSSION

As mentioned earlier, in the light of the entrepreneurial factor, the success factors can be divided into three categories; characteristics, demographics, and more. In terms of entrepreneurial traits, this study found that risk-taking propensity is required success, innovativeness, proactivity, and locus of control as key traits with which they have primarily associated business success. The results are consistent with those reported by Yan (2010).

Variables such as

a focus on success, locus of control, and leadership contributed to the success of online entrepreneurs (Sebora et al., 2009; Zhang, 2017), while risk-taking propensity was insignificant for e-entrepreneur success. Debora et al. (2009) focused on traits, so it is reasonable to assume that they diligently researched other entrepreneurs' In their studies, features and variables such as the need for achievement, locus of control, and risk-taking variables have highlighted the best characteristics and variables suited for online entrepreneurs. The knowledge of the variable was excluded from Seborin's model due to the diverse study context shown in the review method section, which also affected the time distance in their studies. While for the business demographic, there are many studies on offline businesses that use demographic variables such as age, gender, education, experience, and different types of hard and soft skills as an antecedent of business success (such as Bahari et al., 2017; Blackburn et al., 2013; Chong, 2012; Eschker et al., 2017; Huarng et al., 2012; Isaga, 2015; Islam et al., 2011; Mohamad Radzi et al., 2017; Omri et al. al., 2015). Only two studies on online entrepreneurs emphasized the variables of a manager's knowledge (Choshin & Ghaffari, 2017) and technical skills (Zhang, 2017). Experience and education are the two most frequently cited variables in the extracted articles that several researchers tested reported to be positively associated with offline business success (see Bala & Feng, 2019; Benzing et al., 2009; Pinho & Sampaio de Sá, 2014; Franco & Prata, 2019; Lee & Tsang, 2001; Ramadani, 2015; Soomro et al., 2019; Stefanovic et al., 2010), but have yet to be explored in an online context. These variables can also be significant for business success, especially for online entrepreneurs. At the same time, education and the experience gained during schooling and training are considered critical factors in the success of new business technology-based (Colombo & Grilli, 2010).

Education equips entrepreneurs with technical and analytical skills and the ability to explore and exploit opportunities in business management (Lee & Tsang, 2001; Unger et al., 2011). Education in A business-related course offers business inputs such as understanding business relationships with the economy and society to a successful business (Isaga, 2018; Zamberi Ahmad, 2013). A businessman with a higher level of education often has a significant and decisive role in solving problems that arise in business management, developing analytical skills, deep understanding, responsiveness to customer needs, and strategic decisions (Altinay & Wang, 2011; Ramadani, 2015). As the business environment is changing more complex, especially with the development of information and communication technologies, education and business education seem essential for entrepreneurs (Coy et al., 2007; Lee & Tsang, 2001). That is it, and it can be reasonably assumed that the entrepreneur has a level of education and training in the field of business that is significant to its business success. In addition to teaching, experience is also essential, as more business experience means a higher chance of obtaining a qualification Entrepreneurs determine business opportunities concerning profit (Pinho & Sampaio de Sá, 2014; Ucbasaran et al., 2009). Experience provides knowledge and skills that

facilitate entrepreneurs' development strategy, sourcing, and business organization (Marvel & Lumpkin, 2007). Experience helps entrepreneurs recognize and enable opportunities such as identifying and understanding customer needs, diagnosing market trends, using new Internet applications, and responding to technological changes that lead to their business success (Altinay & Wang, 2011; Mack et al., 2017). Lack of experience proved to be the reason for business failure (Abdul Jamak et al., 2014; Abdullah et al., 2009). So it is reasonable to assume that experience is also essential for online business success.

CONCLUSION

Entrepreneurship is part of business life. It is a natural phenomenon in business organization. A healthy business organization is supported by entrepreneurial skills adopted for change and learning. However, the business process is enabled individuals to sustain and grow to face uncertainty in business. They are some resource entrepreneurship, such as opportunity and market-driven entrepreneurship, innovation, digital technology, and business education. Previous studies classified business to trade based on chance and industry based on necessity. Another analysis organized company as an innovation-driven business and small business enterprise. Overall, understanding the definition of entrepreneurship is the exploration of entrepreneurial skills for adoption and perception of the business process as part of business life and subsequent growth. Despite the escalating number of online entrepreneurs, studies on online entrepreneurs seem to be current lack. A systematic review of the literature demonstrated that some variables derived from offline entrepreneurs had been overlooked in the context of online entrepreneurs. Experience and education variables have been extensively studied in light of offline entrepreneurs but have been neglected in the online entrepreneur literature. In addition, although both studies were conducted in the same country, Sebor et al. (2009) and Phonthanukitithaworn et al. (2019), mixed results were reported for the networking variable. Considering various factors, including a 10-year gap between their studies, study trends regarding offline entrepreneurs after the survey by Sebor et al. (2009), and the inclusion of extroversion variables in the existing relationship between networking and entrepreneurial performance, this relationship needs to be revised. Results of the study based on the literature review suggest that several variables, including experience, education, and extroversion, should be empirically tested in a future research study. Second, because some variables from online business studies, such as managerial knowledge, technical skills, and management, were studied in isolation, testing these mentioned variables as a comprehensive model for online entrepreneur personality as success factors are recommended.

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