

IMPACT OF INFORMATION AND COMMUNICATIONS TECHNOLOGY ON THE MODERN ENTREPRENEURSHIP DEVELOPMENT IN INDIA

Dr. Kapil Kumar Aggarwal

Associate Professor, University School of Business, Chandigarh University
M. No. : - 9416367148, Email Id: - drkapilaggarwal@hotmail.com

Ms. Atul Sharma

Assistant Professor, University School of Business, Chandigarh University
M. No. : - 9463945253, Email Id: - rattan.3atul@gmail.com

Ms. Swati Aggarwal

Assistant Professor, University School of Business, Chandigarh University
M. No. : - 8054381316, Email Id: - swati.aggarwal005@gmail.com

ABSTRACT

Information and communications technology is evolving rapidly and the world has experienced many fundamental changes. Information and communications technologies also have an impact on entrepreneurship and have created a sense of modern entrepreneurship. In this context, information and communication are two basic tools needed for entrepreneurial drive. Nowadays information technology has spread broadly in society and is incorporated into all aspects of life. Entrepreneurial is process of creating something new, with time and effort and financial, psychological and social risks to obtain financial resources, work satisfaction and liberation. In fact, information technology is considered as the engine driving wheel to move while employment caused growth and dynamism in economy and create a new kind of economic called the knowledge-based economy. The purpose of this paper is review of information and communications technology and emphasizes the role of entrepreneurial as one of the solutions to unemployment and entrepreneurship in communities that the vast majority of young people despite having the talent and enough potential still suffer from the problem of unemployment.

Keywords: Information Technology, Entrepreneurship, Knowledge-Based Economy, Job Creation, Entrepreneurship Development.

INTRODUCTION

Entrepreneurship can indeed play an important role in economic growth, job creation and social welfare. Vast changes that occurred in the current era in the international environment, changes in the transition from an industrial society to an information society has created as far as it is said, entrepreneurship is the engine of economic

development. Certainly, identifying needs and proposing solutions without information is not possible. Thus information and knowledge like communications is the necessity of any entrepreneurial activity. New technology has created significant changes in access information and has provided more robust communication infrastructure. These technologies have raised importance and value of information and communications. As technology has affected many issues such as education, entrepreneurship undoubtedly has benefited well as other advantages of this technology. Today this technology impacts on social, cultural and economic life aspects of individuals and communities so that it cannot be neglected. In the past two decades also advanced industrial countries with new technology, as the focus of development, have given so much. So that each country's national and regional projects for the development of information technology has been implemented. Talk about information technology and its management in the country is a very important issue which study of it not only necessary for our country but it seems necessary and obligatory and such studies can be pursued only in the light of the overall macroeconomic policy in dealing with the phenomenon can be traced and maximum utilization of new technologies to develop countries according to national values advance toward perfection.

Modern technologies provide faster access and higher quality to information. Email is the most common application of new information technologies, so that individuals and organizations can interact with each other in a cost effective manner. A second important application of new information technologies is the World Wide Web that enables people to access information. Information communication technology (ICT) has the potential to penetrate underserved areas, facilitate the development of local capacity and provide faster transition of information about technical assistance and human needs such as food, health, agriculture and water. Through the establishment of rural information centers, information and communication technology can create job opportunities in rural areas. Such centers could have resolved the gap between rural and urban communities and reduce migration problems from rural to urban areas.

HISTORY AND RESEARCH BACKGROUND:

Entrepreneurship can be defined as the process of privatization to transform the business into venture or to increase and diversify the investments or business units with high growth potential. Entrepreneurship is a topic that is attracted educational circles of the world from the late twentieth century. Entrepreneurship literature review confirms that this term for the first time developed in economic theory by economists and then enters to schools and other theories of science. Cantillon, who coined the term entrepreneurship, knows entrepreneur as a venture person who buys goods with

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specified cost and sells with undisclosed price. Knows entrepreneur as a coordinator and incorporator of production factors, but he does not consider the special features. In other words, a person who incorporates the production factors (land, labor and capital) for production, business or services is called "entrepreneur" and his job is called "entrepreneurship".

A more comprehensive definition of entrepreneurship proposed by Schumpeter. In his book titled "The Theory of Economic Development" is a distinction between the terms innovation and invention and knows innovation as a risk of invention to create a product or commercial service. In his view, innovation is the main factor in creating wealth and demand. So entrepreneurs are managers or owners which by setting up manufacturing-commercial unit exploit from the invention.

PROBLEM STATEMENT AND RESEARCH IMPORTANCE:

Given that entrepreneurship and especially the impact of technology, it has a distinct role and evolves in line with changes in the business and affected in optimal use of all resources and assets of communities. On the other hand, in most levels and sectors of society who are involved in education; choose this subject could represent a direct and indirect effect on community's use.

EFFECTIVE FEATURES OF INFORMATION TECHNOLOGY IN ENTREPRENEURSHIP:

Information technology with various features and capabilities could have shown remarkable flexibility in the field of entrepreneurship. These features caused efficiency increase of this technology in entrepreneurial and job creation. In an overview some of these features can be noted: Increase speed, improve accuracy, and reduce the physical size of data repositories, elimination of administrative corruption, making it possible to work full-time, allowing remote collaboration, reduce the cost of the system or organization.

With entrepreneurs, needs are identified and with elimination of needs improvement is achieved. Advanced industrial countries developed due to the information technology and by that time obtain economy of the world and has become a military power and now conduct the culture of the world towards their demands.

Information entrepreneurship at different levels of hardware, software, information and communication is possible. In each of these levels, there are many opportunities for entrepreneurship that needs support of venture capital and entrepreneurial effort and it's interesting to entrepreneurs in the areas of information, much easier and more practical

than entrepreneurs in other areas. For example, in nuclear power area due to limited use, there are fewer ideas. In addition extra investment and low feasibility is barrier of each entrepreneurial activity, while in the field of information and communication technology with high prevalence, many ideas are created and the amount of investment required to bring ideas to the result is not so much.

Economic development of information technology is along with information transparency, market competitiveness and increase exchange rate. In the social dimension, limited criminal acts, a reduction in rent, trafficking and in economic activity and the movement of economy based on capital to a knowledge-based economy of the other benefits of this technology. In the cultural dimension, destruction of the western cultural monopoly, especially the United States, the development of cultural exchanges between countries and increased awareness are the most important results in the use of IT. What should be of interest to scholars are positive impact requirements of information technology. In this regard, the literatures following applications can be outlined:

Mohammadzade's study entitled "Evaluation of the quality of IT training programs for teachers in secondary schools in Tehran" achieves this result: Given the significance of the observed frequencies, provided training to teachers in the use of IT in 99% of their needs in the teaching-learning process is consistent.

The research was conducted by Husseini in 1387 entitled "affecting factors on Tehran agricultural entrepreneurial college students" reached this conclusion: the influence of 15 variables on student entrepreneurship, training program associated with job skills, innovative teaching methods at the university and appropriate academic content are the most important factors influencing entrepreneurship.

In a study conducted by Ayubi in 2006 titled "Teaching Entrepreneurship second grade school work and knowledge based on components for entrepreneurship and Information Technology" reached the following Conclusions:

1. Entrepreneurship has 10 components that with order of priority are:
 - ✓ Having an active mind and a sense of participation.
 - ✓ Creativity and success-seeking.
 - ✓ Decision-making authority and responsibility.
 - ✓ Accept change and independence.
 - ✓ Save opportunity and seeking success.
 - ✓ Modernization and new ideas.
 - ✓ Innovation and benefit from imagination.

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- ✓ Motivation to create interest to obtain information.
 - ✓ Create for mental deconstruction.
 - ✓ Commitment to accountability and ability to negotiate.
2. Traditional teaching style has no significant influence on student learning but the use of ICT for teaching caused a significant difference between pre- test and post-test.

If you considering this issue think more pronounced the effect of technology entrepreneurs, we can see that the future of business is directly related to the advancement of technology. It is presented in the following figure:

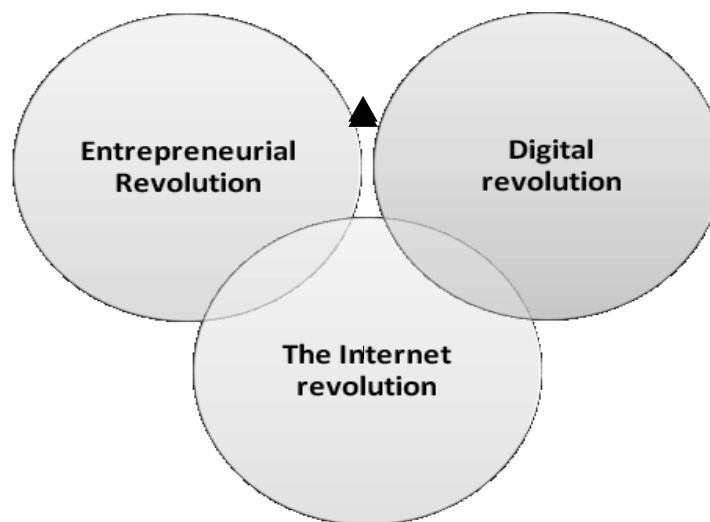


Fig. 1: Value of business in the future.

EFFECTIVE FEATURES OF IT IN ENTREPRENEURSHIP:

IT with different features and capabilities could have been shown a remarkable flexibility in the field of entrepreneurship. These features increase the efficiency of this technology in entrepreneurial and job creation. In an overview some of these features can be noted:

1. Increased accuracy: in the human-based businesses the accuracy of the work is varied, while this technology provides high and constant accuracy.
2. Increasing speed: fast calculation and processing of data and transfer them immediately, reducing labor time and therefore increase productivity.
3. Reducing the physical size of data repositories: with the development of this technology and applying it there is no longer necessary to carry and store large

volumes of specialized reference books. Can easily be stored information of several books in each compact disc or get necessary resources through computer networks.

4. Elimination of administrative corruption: using this technology increase the transparency and eliminate many intermediaries. This two key advantages lead to the elimination of some administrative corruption especially at lows levels.

Allowing remote collaboration: telecommunications, telephone, teleconferencing, video conferencing and collaboration systems and etc. are examples of such technology applications in the field of entrepreneurship.

The main problem of the optimal use of technology to promote entrepreneurship is access to the information. In fact, one of the challenges of entrepreneurs is signify the amount of content they are encounter and capture all the information. For this reason and more important reasons or the explosion of information and the progress that we need a new approach. In general we can say from the late 50th century, dramatic changes in the world began, since that time, information technology have been as a navigator and manager for all the new inventions of mankind. The pace of innovation is so much that is still progress levels and development and use in entire society is not available, another innovation with better features, more convenience and low prices offered. It can be expresses as follows:

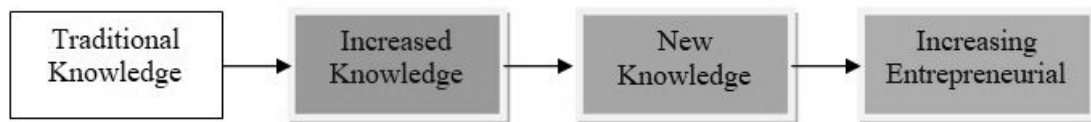


Fig. 2: The relationship between increased knowledge and increased entrepreneurship.

IT elements: include capital (classical economics), labor (classical economics), materials (classical economics), management (industrial revolution), machinery (industrial revolution), information (communications era).

According to the specification of technology elements we see that one of the elements is labor force, being an expert and having necessary competence in creating industrial community is very important and this is not possible unless with people with new knowledge and this must be created by the information technology in order to create a workforce as a lifelong learner so community can utilize the knowledge that is created. Prosperity of a nation's does not depend on funded science and technology, but also in its ability to produce a nation depends on the ability and technology. It expressed the need for more informative role of universities in shaping the information society. This is

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indirect contact with entrepreneurs in communities that are seeking to establish development.

SPECIALIZED WORKFORCE DEVELOPMENT STRATEGY AND CREATE NEW JOBS IN COMMUNITIES:

- ✓ Expand access to higher education to achieve professional IT work force using non-face and virtual training (web-based).
- ✓ Development of information literacy department managers and staff, and other universities and institutions of higher education to provide specialized work force and produces cultural space for entrepreneurs.
- ✓ Providing required universities and higher education institution faculty and research in the field of information technology.
- ✓ Development of the private sector in higher education in order to take advantage from quantitative and qualitative power of the IT sector in the development of specialized workforce.
- ✓ Continued study of the labor market in India and identify the quantity and quality of skilled work force requirement in the public and private sectors.

Information and communication are two basic tools needed for entrepreneurial activity. Entrepreneurship in isolation and without support from institutions, organizations and individuals is not possible. And explore the social needs of the community is relevant to its needs and its socio- economic and cultural context. In recognition of the need for entrepreneurial activity, theoreticians must have the vision and in sight and know the solutions that meet its needs, is provided elsewhere in the world. Thus knowledge and information like communications are requirements of any entrepreneurial activity.

MATERIALS AND METHODS

This research is generally a qualitative study and the purpose is applied research. Indicators of research quality such as purposefully selected sample, the use of multiple methods such as interviews and research partnerships in the learning management system to collect information and use categories and simplification to analysis of data has been used. To collect data on entrepreneurship and its interaction with modern technology there are two ways of review and participate in the Internet and its site and also interviews with key informants in the field.

CONCEPTUAL MODEL:

The following conceptual model can express a corner of topics in society that has all these elements together and no one else is removed. These factors can easily cause dramatic changes in the entrepreneurship. It should be noted, the greater the amount of information and communication in a society we will have more opportunities for each of the specific issues related to IT.

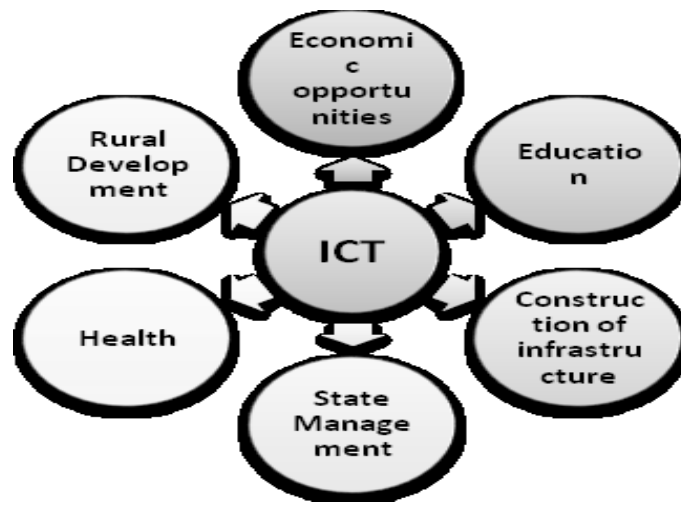


Fig. 3: ICT infrastructure and its interaction with other sectors.

SUGGESTIONS

In this context, we are able to offer the following suggestions:

- ✓ Entrepreneurial spirit and culture of entrepreneurship and promote the university community to entrepreneurship, entrepreneurs and their role in economic growth, job creation and prosperity.
- ✓ Encourage and recruit college community to the entrepreneurship training courses.
- ✓ Detailed research on the development of entrepreneurs, entrepreneurial projects, entrepreneurial environment and other related fields, according to the circumstances of India.

SUMMARY AND CONCLUSION

Information technology has created dramatic developments in all social activities including entrepreneurship and is regarded as the most important tool of modern entrepreneurship. Also entrepreneurship in IT has so vast activity. Entrepreneurship is

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requisite of technology development and technology development is infrastructure of entrepreneurship. We face to a two- way interaction and according to importance role of entrepreneurship bedder; civic and social responsibility of responsible institutions is defined. Governments should develop and strength entrepreneurial background in information technology that is the communication and information networks and provide easy access to these networks while create and develop the use of networks and develop and implement rules and regulations.

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