



International Journal for Innovative Engineering and Management Research

A Peer Reviewed Open Access International Journal

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IJIEMR Transactions, online available on 23rd Jan 2022. Link

[:http://www.ijiemr.org/downloads.php?vol=Volume-11&issue=ISSUE-01](http://www.ijiemr.org/downloads.php?vol=Volume-11&issue=ISSUE-01)

DOI: 10.48047/IJIEMR/V11/I01/23

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Volume 11, Issue 01, Pages: 135-138

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THE SIGNIFICANCE OF INTERNET AND ITS ROLE IN MAKING THE ENTREPRENEURS SUCCESSFUL

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Abstract -Is there any reason for those very same entrepreneurs to be far more effective than most when it comes to launching new businesses? Earlier efforts to address this topic have mainly concentrated either on individual founders' character qualities or vulnerability to certain cognition mistakes or on exogenous factors such as the number of similar enterprises. Entrepreneurs' social skills—specific characteristics that enable them effectively communicate with others—might also play a significant role in their performance, according to our findings. A high degree of social assets, based on a positive character, appropriate prior expertise, and direct personal relationships, may help enterprises acquire exposure to investment capitalists, prospective customer, and other resources. After obtaining entry, the quality of the entrepreneurs' facial expression encounters can have a significant impact on their performance. The nature of the encounters may be influenced by certain social skills such as reading others properly, generating positive first appearances, adjusting to a broad range of social settings, and being persuasive. Furthermore, social skills may help enterprises build their social capital by assisting them in expanding their networks. Businesses that reap the benefits of such possibilities may reap significant profits since social skills can easily be improved via appropriate training.

Keywords - Entrepreneurship, Consulting Training, Networking, and Online Business Services.

Introduction - There are three essential performance elements for offering internet services. To begin, making efficient use of digital information necessitates utilizing the Internet's inherent capabilities. When internet technologies are considered a "second-best" means of interaction, they are ineffective and can even be detrimental. Secondly, personal interaction is still valuable and may be used in conjunction with internet services (Lai et al. 2021).

Third, effective web transactions need a well-managed website or program. When establishing digital services, the unique character of entrepreneurialism and businesspeople must be carefully considered. The entrepreneur is more preoccupied with his or her self difficulties than the concerns of the others. He or she is, nevertheless, prepared to join a minimal learning community if the advantages outweigh the cost of studying alongside.

Likewise, face-to-face education for businesses must be supplemented by online learning. It would be extremely difficult, if not unattainable, to establish and operate an effective web-based training plan for businesses (Hisrich et al. 2008).

The development of the Era of the internet has offered people much more than the capacity to communicate with acquaintances or publish photos on social media. As per Kumar (2022), it has also offered contemporary businesses capacities that were previously unattainable. Another of the joys of one job as an online business consultant is that anyone has a front-row seat to the evolving business scene as well as how the Web is assisting organizations that make the first move to include online services into their operation. It also renders those who don't in a decade or two, if not months, outdated. Whether Company runs a largely online and offline business, Web tools, gadgets, extensions, applications, and services almost certainly play a key part in the company's success (Kipkosgei 2022).

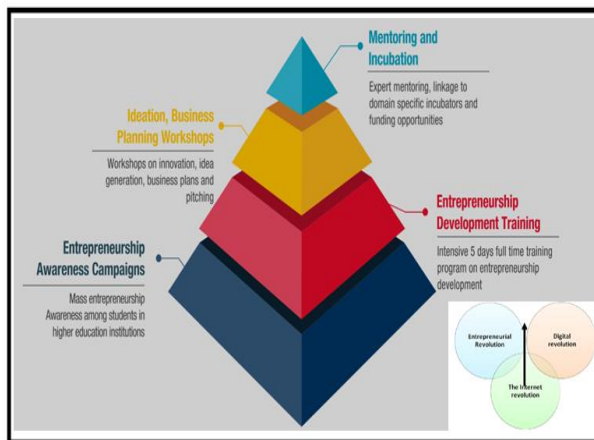


Fig: Entrepreneurship Development Programs (EDP) and role of the internet on EDP

Some concrete instances are as follows:

1. **Start-up budget at a low price:** Starting a business has never been easier or more affordable thanks to the Internet. According to Kumar (2022), one may create a variety of enterprises – such as a local bakery, a clothing store, or a bookshop – with simply a webpage or even a fan account, and we wouldn't even need a physical location. This also enables evaluating the viability of any company idea a breeze. For instance, in only three years, we were able to expand our print review firm into one of the largest in our area without having to keep a costly headquarters (Larson 1992).
2. **Outsourcing Work:** One may also use the Web to outsource some of their business's jobs. Kakti et al., (2021) stated that at the absolute least, the business may outsource the layout and conception of any physical marketing materials like brochures, leaflets, billboards, and ribbons. Also, there are virtual specialists available to help with any company needs, ranging from company logos to coding. Online employment sites like Job boards or Freelancing, as well as local sites, are good starting points (Larson 1992).
3. **Streamlined Logistic View** - Since everyone currently has access to the Internet, it's a terrific place to streamline corporate logistics. Using

third-party applications, social media outlets, or a website, one may handle purchase requests, settle customer complaints, respond to queries, and even monitor company stock (Nawaz and Mahmood, 2021).

4. **Based on Smart Marketing** - Promoting the company has also been more expensive due to the Internet. Tuning the blog entries for Google search, for example, allows businesses to acquire leads and queries from individuals looking on the web for their goods. According to Nayak et al., (2022) one may focus on advertising social media ads to those who have used a certain term in regular online talks, are about to get married, or are in a specified age and gender range. One may narrow it down to persons with extremely specific hobbies or connections, like those who enjoy traveling or are grads of a university located. As per Roland et al., (2021), one may also focus on those who use a specific mobile phone app or a specific handset manufacturer.
5. **Feedback Analysis in quick session** -Plenty of information is collected through web services like Google Analytics and the Facebook Marketing dashboards, which one may use to measure how effectively the company or campaign is working. It also gives insight into how businesses may enhance or alter their strategy (Kumar, 2020). For

example, one can see which demographics engage the most with the articles (man vs. woman, younger ones vs. older population, etc.), which key phrases they use to find the items, which parts of the website they explore the one most, and how business may enhance the sales pipeline (Scott et al. 2021).

Conclusion - Companies may now develop communities for people who have similar preferences in goods and services thanks to the Internet. These communities aid in the development of an original product and the creation of a good image. Companies may easily modify goods or services, increasing consumer pleasure while also increasing revenues. Businesses may now receive useful information on the preferences of particular populations due to the Internet. As a result, companies may utilize targeted ads to their advantage by marketing to certain publications and publications that are relevant to their product (Heath 2017).

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