

The Impact of Technological Advancement On Entrepreneurship in an Organization.

A Case Study of Airtel Mobile Company in Nigeria

DOI: 10.29322/IJSRP.9.06.2019.p90107

<http://dx.doi.org/10.29322/IJSRP.9.06.2019.p90107>

Abstract- The research focuses on finding the impact of advanced technology on entrepreneurship in an organization. The research found that there is a powerful relationship between technological advancement and entrepreneurship in an organization as newer technology enhance the flow of creative ideas in the organization. The research also finds it important to ensure the participation of the employees for effective idea generation. In most cases, organizations are reluctant to increase the participation or do not apply the latest technologies available in the market. In order to conduct the research, a sample of 30 respondents from Airtel, Nigeria was drawn in simple random sampling method. The respondents were provided a 6-question questionnaire to conduct this primary quantitative research.

Index Terms- Entrepreneurship, Technological advancement, idea generation, Employee participation, Under-developed economy

I. INTRODUCTION

Technological advancement has huge implications for underdeveloped countries as they create newer opportunities for people and make life easier (Awogbenle, and Iwuamadi, 2016). Entrepreneurship in an organization is the notion that promotes new ideas, views, and methods in an organization that decreases the effort needed while increasing output (Hjorth, 2014). Technological advancement also enables new ideas in an organization like new methods to decrease cost, new business expansion ideas like Uber, Airbnb, the creation of a new business model to increase competitive advantage like ebay's online auction. In an underdeveloped country like Nigeria, the need for newer business ideas is required to enhance the economy, create jobs and simplify life further (Garcia-Morales, Llorens-Montes, Fand Verdú-Jover, 2016). Telecommunication organizations like Airtel can enhance their activities in Nigeria by introducing newer methods like dedicated Sim cards for internet, mobile transaction service, 4G network etc. that will enhance the services, bring new ideas within the organization and create new job opportunities by assigning resources for the development of those ideas. It is important to consider the impact of technological advancement on entrepreneurship in an organization as organizations might not see the value of promoting the notion of entrepreneurship in an organization (Dobrev, and Barnett, 2015).

As a result, the study focuses on the topic to identify the current condition of technological advancement in an organization, the perception towards entrepreneurship in an

organization and how technology can impact entrepreneurship so that newer and better business ideas are developed. This way, not only the organization will be beneficial, but also the economy will get an idea boost.

II. AIM AND OBJECTIVES

The aim of the study is to find out the impact of technological advancement on entrepreneurship in an organization.

The research objectives include:

To find out the current condition of technological advancement in organizations

To find out how technology advancement promotes the notion entrepreneurship in an organization

To investigate the requirements of technological advancement and entrepreneurship in an organization

III. LITERATURE REVIEW

(Zahra, Wright, and Abdelgawad, 2014) identifies technological advancement as a service agent that utilizes and upgrades the previous technology to provide a better utility with a lower level of resource input. (Roberts, 2012) further elaborates that the latest technology has a big impact and implication for the society and newer industry might get built based on technology. (Reed, 2016) Illustrated various platform businesses that not only lessened the need for resources but also ensured that the need of the society is met by creating a link between buyers and sellers. (Hoselitz, 2017) on the other hand, talks about the downside of technology as the youth are getting too much attracted to it that productivity is getting hampered as they spend an unusual amount of time surfing the internet.

Entrepreneurship, as defined by (Kilby, 2016), is about the creation of a new business entity to serve the society. (Ogunsola, and Aboyade, 2015) thinks that the concept of entrepreneurship should be utilized in developing and underdeveloped economies further as there is a scarcity of job and entrepreneurship creates new ideas in an organization. (Marton, and Singh, 2013) on the other hand, emphasizes new business ideas through entrepreneurship as entrepreneurs have been providing the society with different resource saving ideas to serve the need efficiently. However (Rai, and Kumar, 2015) talks about selecting entrepreneurship idea carefully as it, most of the times fail due to the lack of proper understanding of the market or utilization of resources.

(Khalil, 2013) thinks that technological advancement in an economy has a huge implication on entrepreneurial development in an organization as newer technology enables people to provide new kind of ideas or enhance the current business model. (Akubue, 2013) also identifies the implication on telecommunication sector as it enables the entrepreneurs to develop newer and highly segmented products like sim cards dedicated to internet only. (Stewart, 2012) further puts the impact of technological advancement on entrepreneurship in an organization in underdeveloped and developing economies where different tools like apps, artificial intelligence, automatic transaction methods etc. attract the customers while opening new doors for the entrepreneurs. Even though most of the arguments are in favor of the positive impact of technological advancement on entrepreneurship development (Sharma, 2013) identifies the drawbacks such as misleading information, misuse of technology for wrong purposes and slow adaptation process. (Wells, 2015) on the other hand, sees the opportunity as organizations can connect to customers and fix the problem of misleading information and adapt to technology by getting aware of it by implementing change management system. (Arogundade, 2016) also thinks that the usage of technology for wrong purposes can be battled by implementing some control mechanism and setting legal boundaries and punishing those who breach the rules for harm. According to (Abimbola, and Agboola, 2012) the greatest implication of technology is on relationship building as new entrepreneurs get a chance to understand the customers, reply to their queries and gain feedback to further develop the business and have strong building base of the business.

IV. CONCEPTUAL FRAMEWORK

Here, some independent variables have been identified to have an impact on the dependent variable, entrepreneurship development.

Communication: technological advancement seems to have enhanced the way organizations communicate with customers which includes chat bot, messages, apps etc.

User experience: user experience has enhanced as entrepreneurs are implementing artificial intelligence, virtual reality, social media ads etc. in the business (Quadrini, 2015).

Newer technology: Newer technologies are opening new ways for entrepreneurs like the introduction of 4G technology, sim card dedicated to internet etc.

Online selling: online selling not only saving time and energy of the customers, but it also helps the entrepreneurs to have a flexible business model and an opportunity of quick service delivery (Awogbenle, and Iwuamadi, 2016).

V. METHODOLOGY

The research contains primary data and implements quantitative analysis technique. The primary data will be collected using the survey technique containing a questionnaire which will be distributed to the respondents. The research includes regression and correlation analysis. A set of 6-question questionnaire was distributed among the respondents to gather the data.

Primary data has been selected as it ensures updated information related to the latest technology is gathered as the technological environment is dynamic and new technology makes the previous one obsolete. Further, with the implementation of newer technology, new entrepreneurial opportunities show up and primary data will reveal the implication of technology in this case. Quantitative research method has been applied as the data collected will be numeric in nature. For descriptive research like this, quantitative method is most suitable as insight is not required, only the data should be analyzed and presented properly. The regression and correlation analysis has been done in order to analyze the strength and degree of relationship between the variables.

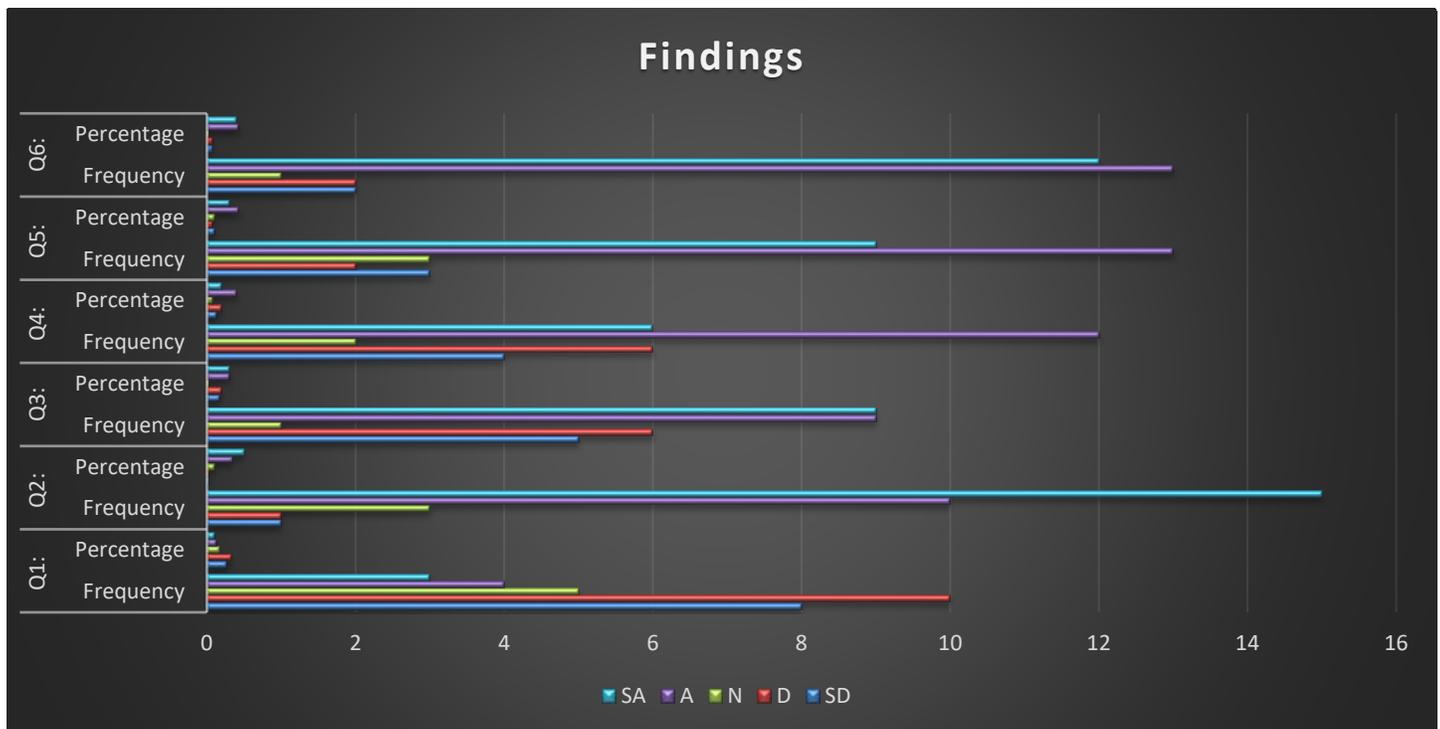
The sampling technique chosen is simple random sampling from probability sampling and the sample size is 30. The sampling frame was Airtel Nigeria's employee data and the researcher selected the sample from Abuja's Airtel offices which contained the employees of Airtel.

The simple random sampling has been selected as it removes biasness, is easier to implement and cost efficient as a probability sampling technique. The sampling technique reduces the time and due to the size of the sample, the implementation and conduction of the research become easier.

VI. DATA ANALYSIS

Questions		SD	D	N	A	SA	Total	
Research Objective 1	Q1: Do you agree that the organization implements all the latest technology available to enhance user experience?	Frequency	8	10	5	4	3	30
		Percentage	27%	33%	17%	13%	10%	100%
	Q2: Do you agree that there are some technological tools implemented in other countries which, if implemented could enhance efficiency like quick communication?	Frequency	1	1	3	10	15	30
		Percentage	3%	3%	10%	34%	50%	100%
Research Objective 2	Q3: Do you agree that technological advancement allows employees to provide	Frequency	5	6	1	9	9	30
		Percentage	17%	20%	3%	30%	30%	100%

	ideas that can enhance efficiency?							
	Q4: Do you agree that the organization supports entrepreneurship by implementing the ideas of the employees?	Frequency	4	6	2	12	6	30
		Percentage	13%	20%	7%	40%	20%	100%
Research Objective 3	Q5: Do you agree that IT infrastructure should be powerful in order to support the latest technologies like online selling?	Frequency	3	2	3	13	9	30
		Percentage	10%	7%	10%	43%	30%	100%
	Q6: Do you agree that organizations should promote employee participation in order to implement newer technological ideas?	Frequency	2	2	1	13	12	30
		Percentage	7%	7%	3%	43%	40%	100%



VII. RESULT AND DISCUSSION

The responses for the first question was 60% in favor of disagreeing and 23% in favor of agreeing which is negative. As a result, the organization should implement some latest technology to enhance user experience. For the second question, 6% disagreed while 84% agreed which gives a positive result. So other countries are implementing some sort of technologies that should be applied in Nigeria too. For the third question, 37% disagreed while 60% agreed which is a positive result. So technological advancement allows the flow of newer business ideas in the organization.

For the fourth question, 33% disagreed while 60% agreed which is a positive impact. So, organizations support the views of the employees. For the fifth question, 17% disagreed while 73% agreed which is positive. So, IT infrastructure should be powerful

to backup the implementation of advanced technology. In the sixth and final question, 14% disagreed while 83% agreed on to give a positive result. So, organizations have to enhance employee participation to get newer technological ideas. Overall, the research shows a positive impact of advanced technology on entrepreneurship in an organization.

VIII. CONCLUSION

The research attempted to find the impact of technological advancement on entrepreneurship in an organization from the perspective of Nigeria in the light of Airtel. Through the research, it has been evident that proper technological advancement not only increases efficiency but also promotes the idea of entrepreneurship in an organization where the employees provide creative ideas to

enhance business operation. In this regard, organizations are also required to implement a participative tool so that employees can share their creative ideas with the organization to make the operation better. Different tools like communication, user experience, online selling and development of updated technologies seem to have an impact on the entrepreneurship development.

REFERENCES

- [1] Abimbola, O.H. and Agboola, M.G., 2012. Environmental factors and entrepreneurship development in Nigeria. *Journal of Sustainable Development in Africa*, 13(4), pp.166-176.
- [2] Akubue, A., 2013. Appropriate technology for socioeconomic development in third world countries. *The Journal of Technology Studies*, 26(1), pp.33-43.
- [3] Arogundade, B.B., 2016. Entrepreneurship education: An imperative for sustainable development in Nigeria. *Journal of emerging trends in educational research and policy studies (JETERAPS)*, 2(1), pp.26-29.
- [4] Awogbenle, A.C. and Iwuamadi, K.C., 2016. Youth unemployment: Entrepreneurship development programme as an intervention mechanism. *African Journal of Business Management*, 4(6), pp.831-835.
- [5] Dobrev, S.D. and Barnett, W.P., 2015. Organizational roles and transition to entrepreneurship. *Academy of Management Journal*, 48(3), pp.433-449.
- [6] Garcia-Morales, V.J., Llorens-Montes, F.J. and Verdú-Jover, A.J., 2016. Antecedents and consequences of organizational innovation and organizational learning in entrepreneurship. *Industrial Management & Data Systems*, 106(1), pp.21-42.
- [7] Hjorth, D., 2014. Creating space for play/invention—concepts of space and organizational entrepreneurship. *Entrepreneurship & Regional Development*, 16(5), pp.413-432.
- [8] Hoselitz, B.F., 2017. Entrepreneurship and economic growth. *American Journal of Economics and Sociology*, 12(1), pp.97-111.
- [9] Khalil, T.M., 2013. *Management of technology*. McGraw Hill.
- [10] Kilby, P., 2016. An entrepreneurial problem. *The American economic review*, 73(2), pp.107-111.
- [11] Marton, K. and Singh, R.K., 2013. Technology crisis for third world countries. *World economy*, 14(2), pp.199-214.
- [12] Ogunsola, L.A. and Aboyade, W.A., 2015. Information and communication technology in Nigeria: Revolution or evolution. *Journal of Social Sciences*, 11(1), pp.7-14.
- [13] Quadrini, V., 2015. The importance of entrepreneurship for wealth concentration and mobility. *Review of income and Wealth*, 45(1), pp.1-19.
- [14] Rai, A.K. and Kumar, A., 2015. Continuous measurement of suspended sediment concentration: Technological advancement and future outlook. *Measurement*, 76, pp.209-227.
- [15] Reed, T.S., 2016. Entrepreneurship in the new competitive landscape. *Entrepreneurship as strategy: Competing on the entrepreneurial edge*, 23.
- [16] Roberts, E.B., 2012. Entrepreneurship and technology: a basic study of innovators; how to keep and capitalize on their talents. *Research management*, 11(4), pp.249-266.
- [17] Sharma, R.C., 2013, August. Barriers in using technology for education in developing countries. In *Information Technology: Research and Education, 2003. Proceedings. ITRE2003. International Conference on* (pp. 512-516). IEEE.
- [18] Stewart, F., 2012. Facilitating indigenous technical change in third world countries. In *Technological capability in the third world* (pp. 81-94). Palgrave Macmillan, London.
- [19] Wells, L.T., 2015. Third world multinationals: The rise of foreign investments from developing countries. *MIT Press Books*, 1.
- [20] Zahra, S.A., Wright, M. and Abdelgawad, S.G., 2014. Contextualization and the advancement of entrepreneurship research. *International small business journal*, 32(5), pp.479-500.