Entrepreneurship and Innovation: Emerging Issues

Kiran Chauhan

Assistant Prof. in Commerce, S.D.S. Govt. College Kharkhoda

Abstract: Entrepreneurship is an abstraction and entrepreneurs are tangible persons well designed and controlled research studies on entrepreneurship are very few. If we view entrepreneurship as opposed to management, it becomes still more difficult to define entrepreneurship.

Entrepreneurship is a role played by or the task performed by the entrepreneur. The central task of the entrepreneur is to take moderate risk and invest money to earn profits by exploiting an opportunity for this he must possess farsightedness to perceive an opportunity. So that he can exploit it well in time. Although an entrepreneur has to perform diverse functions yet he must manifest many qualities in himself to be a good entrepreneur.

Business enterprises need to be innovative for their survival and better performance. It is believed that smaller firms have relatively higher necessity and capability to innovate. The smaller firms do not face the constraints imposed by large investment in existing technology; thus they are both free and compelled to innovate. The national science foundation, an organization in USA found that small companies produce four times more innovation per research dollar than do bigger companies. Entrepreneur ship development programmers are aimed at accelerating the pace of small firm’s growth in India. Increased number of small firms is expected to result in more innovations and make the Indian industry compete in international market.

Introduction

Entrepreneurship and innovation focuses on creating new products, services, technologies, and business. It is about economic development and generating wealth for investors. It is also about developing business to address social problems and environment issues. The entrepreneurship and innovation major prepares you to be an agent for change in the business sector or in wider society. You learn proven methods that stimulate innovation and creativity, and explore how to set up business system to support novel ideas and products, you can combine this major with any other major and use your skills to inspire innovation in a wide range of roles in business, social ventures non government organization and not for profit organization.

THE INNOVATION CONCEPT:

Innovation implies doing new things or doing of things that are already being done in a new way. It includes introduction of new products, creation of new markets, application of new methods of production, discovery of new and better sources of raw materials and developing a new and better form of industrial organization. Innovation may be based on the application of knowledge produced by research. Innovation is different from invention. Invention implies discovery of new ideas, new products and new methods whereas innovation refers to the application of inventions to make combinations and thereby produce satisfaction and profits. Invention may facilitate innovation but invention is of little use to mankind unless it is marketable. In invention becomes innovation only when it is embodies in a product or service that can be successfully sold in the market. Entrepreneur exploits the invention commercially and thus produces newer and better goods which give him profit and satisfaction.

Innovation studies include the study of innovation surrounding new information and communication technologies(ICTs). Scholars in the group have addressed topics such as the emergence of new generations of ICTs, new ICT-enabled business models and uneven and problematic access of certain groups or constituencies to the digital economy.

Innovation is the specific tool of the entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the change and their symptoms that indicate opportunities for a successful innovation. And they need to know and to apply the principles of successful innovation.

FORMS OF INNOVATION:

“Entrepreneurship cannot innovations, an urge to take risk in face of uncertainties and an intuition, i.e. a capacity of seeing things in a way which afterwards proves to be true”

Entrepreneurship is essentially a creative activity or it is an innovation functions. The process of innovation may be in the form of

a. Introduction of a new product.
b. Use of a new market of production.
c. Opening of a new market.
d. The conquest of a new source of supplying raw material.
e. A new form of organization.

Importance of innovation for entrepreneurship:

The economy is composed of enterprises and businesses. Our economy has survived because the industry leaders had been able to adapt to the changing times and supplied mostly the communities’ needs. Any small business is integral to the economy. Without it, our economy would not survive. But a business must also sustain itself, be able to constantly evolve to fulfill the demands of the community and the people. In every business, it is imperative to be industrious, innovative and resourceful.
Entrepreneurship produces financial gain and keeps the economy afloat, which gives rise to the importance of innovation in entrepreneurship. Entrepreneurs are innovators of the economy. It is not just the scientist who invents and come up with the solutions.

The importance of innovation in entrepreneurship is shown by coming up with new way to produce a product or a solution. A service industry can expand with another type of service to fulfill the ever changing needs of their clients. Producers can come up with another product from the raw materials and by-products.

The importance of innovation in entrepreneurship is another key value for the longevity of a business. Entrepreneurs and businesses began with a need. They saw the need within the community and among themselves that they have come up with a solution. They seize the opportunity to innovate to make the lives more comfortable. And these solutions kept evolving to make it better, easier and more useful. Entrepreneurs must keep themselves abreast with the current trends and demands. Manufacturers are constantly innovating to produce more without sacrificing the quality.

Companies and enterprises keep innovation as part of their organization. Innovations contribute to the success of the company. Entrepreneur, as innovators, see not just one solution to a need. They keep coming up with ideas and do not settle until they come up with multiple solutions. Innovation is extremely important that companies often see their employees’ creativity as a solution. They come up with seminars and trainings to keep their employees stimulated to create something useful for others and in turn, financial gain for the company.

Other factors that raises the importance of innovation in entrepreneurship is competition. It stimulates any entrepreneur to come up with something much better than their competition in a lower price, and still be cost-effective and qualitative.

Small businesses see the importance of innovation in entrepreneurship. They were able to compete with large industry and see their value in the economy. Small businesses are important as they are directly involved in the community and therefore, contribute to their financial and economic gain. These small businesses know exactly what community needs and fulfill them. All things start small.

Innovation is important not just in entrepreneurship. As individuals, we are innovators by adapting well to our needs and create our own solutions. Entrepreneurs are the same. The innovation in entrepreneurship helped the country by changing with the times and producing new products and service from ones that already exists. And, being innovative has helped us become successful in all our endeavors.

**Entrepreneurship and development:**

**Enterprise and Eco development:** Acc. to Schumpeter, Entrepreneur performs dynamic function in the process of Eco growth. Entrepreneur is different from manager. Manager simply diverts the predictor but Entrepreneur introduces something new. Entrepreneur is also different from capitalist. Capitalist simply provide capital while Entrepreneur provide leadership. Entrepreneur must initiate innovations. He is the driving force, motivating force and creative force in the process of development. He introduces new product, new taste, new habits, and new preference to enhance consumption demand.

**Prof A. H Cole,** entrepreneur provides insight in Japan, Enterprise us provided by Zaibatsu family, India by Mavwan, Germany by leadership qualities. The Britain is also having same social spirit.

**Enterprise and current issues:** Developing countries do not have enabling social, cultural and institutional environment for rational progressive, risk taker and innovators rather social climate is inimical to entrepreneur. The second and most ticklish problem is that whenever entrepreneur in developing countries adopt capital-intensive technology it is bound to create unemployment, which is not feasible and sustainable in a labour abundant country like India.

**Future of Enterprise in India:** In a country like India Entrepreneur is necessary, but sufficiently require, appropriate and intermediate technology, productive and skilful labour coupled with cheap, timely adequate and easy availability of credit, insurance cover and encouraging, inspiring and investor friendly governance. So that he can bear risk, uncertainties, for future expectation an urgent need to growth, innovate and prosperity at macro level – a necessary condition for growth. Lastly Modi's Make in India, Digital India, Skill India, Startup India, and Stand up India can work wonder in this regard.

**References:**

5. Parker: Entrepreneurial opportunities.
7. Anita khanna: Enterprise management.
8. www.aut.ac.nz
9. www.paggu.com