

# Entrepreneurship digital in Students perception of a Management Course

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**Abstract**— *The digital entrepreneurship emerges as highly relevant, creating new ways of doing business, ie when the entrepreneur opens your eyes to the opportunities present in the digital medium. Therefore, this study aims at assessing the perception of the Administration Course students, a Municipal Authority on the digital entrepreneurship. The participants were chosen randomly enrolled from first to eighth period. Therefore, an exploratory research was conducted with quantitative and qualitative approach, using as data collection instrument a questionnaire composed of four open questions and closed four. After analysis of the material, as a result it was observed that students have knowledge of the digital market, the advantages of this type of business,*

**Keywords**— *Entrepreneurship, Digital Entrepreneurship, Administration.*

## I. INTRODUCTION

digital entrepreneurship is an area that is growing increasingly in the digital world, for all new businesses created and directed to the internet world are called digital entrepreneurship, ie, a number of new activities that are turning into businesses. The digital entrepreneurship has grown a lot in Brazil and much of this growth is due to new digital ventures that open numerous possibilities for those who want to engage in this business.

From this perspective, new business see emerging applied to the digital world such as the creation of application area, creating games and the use of advertising. Also, there are a number of possibilities that people are looking to engage in the digital world. However, realize that some challenges are linked to the question of knowledge about the area, it is necessary to seek information to make the business already born more structured and has a greater chance of success.

Since, not just have a great idea and is not ready to develop it, it takes dedication and business planning to marketing and financial viability, considering that there are several similarities between the physical world and the digital, so you need to make decisions in procedural matters, as the partners, investments, marketing issues, among others, for the lack of planning leads many physical and virtual companies to close their activities.

Whereas the digital entrepreneurship is an opportunity to work without time barriers and geographical barriers,

since it is through online platforms with many dynamic tools to anyone who wants to start, it is necessary qualifications and learning with investments in media. Thus, possess knowledge in management and marketing will cause the entrepreneur is most prominent in relation to competitors. In this sense, Britto and Wever (2003) pointed out that in recent years, entrepreneurship has gained a wide scale and received much encouragement in research by public and private institutions.

Starting from the premise that higher education institutions have a very important role in the preparation of new entrepreneurs, especially in digital mode, the following question arose: What is the perception of the students of Management Course, a Municipal Authority, in relation to entrepreneurship Digital?

Whereas there is interest in knowing the future managers insight into this business model, the aim of this study was to evaluate the perception of Management Course students, a Municipal Authority on the digital entrepreneurship.

The choice of this theme is justified by self-interest to new models of driven business by technology, and also to know the level of knowledge of future managers, about digital entrepreneurship, as the online world has unique peculiarities, which makes it well different from the physical world, such knowledge being essential to professionals who crave success as entrepreneurs in the digital world.

## II. ENTREPRENEURSHIP CONCEPT

Based on the established objective will be presented, the following is a brief review of the concept of entrepreneurship and digital entrepreneurship, as well as the conditions and obstacles that exist in this type of business.

Entrepreneurship can be conceptualized in different ways, according to Dornelas (2012, p. 28) entrepreneurship is "the involvement of people and processes that, together, lead to the transformation of ideas into opportunities." "It's the social phenomenon associated with entrepreneurial activity" (ENDEAVOR BRAZIL, 2017, p. 104). Thus entrepreneurship is a corporate social function in a social setting where connections are established involving moral support networks of family and friends, and professional networks of mentors, associates, affiliations, etc. (Hisrich; PETERS; Shepherd, 2014).

For Dolabella (2008), the issue is not considered a science, although increasingly publish and search on. So the main knowledge related area is not in the books, but around you, the people and the environment. From the point of view of Dornelas (2012), entrepreneurship has been around for hundreds of years and its application was being discovered and developed gradually. Still, on the concept of entrepreneurship, it can be found a relevant definition as a field of knowledge, described by Shane and Venkataraman (2000). The authors emphasize that the search entrepreneurship understand the emergence of opportunities to create something new; as these opportunities are discovered or created by specific individuals, which use various means to exploit these opportunities, producing thus a wide range of changes (SHANE;

With regard to research and teaching field, from the 80's entrepreneurship has become more exploited. Since then, they increased increasingly deepening the theme of respect to courses (MURPHY; LIAO; WELSCH, 2006; VANEVENHOVEN, 2013).

Currently discussions are aimed at increasing the complexity with which entrepreneurs and managers must deal with, that are far from survival in the existing markets, indicating further problems of creating new markets (Sarasvathy, 2008). However, for some authors, these challenges include both intrinsic and extrinsic factors affecting the creation of new businesses including: the working environment, family background, personality, historical, institutional support, markets and technology (Bessant; TIDD 2009; PEREIRA; VERRI, 2014).

Thus, as the fundamentals of entrepreneurship and the entrepreneurial process, these can also be analyzed from

the perspective of the integration of organizations in the virtual environment. Therefore, it is important to incorporate some concepts and definitions of digital entrepreneurship.

According to Caetano (2014) The digital entrepreneurship, in general, is when the entrepreneur sees opportunities present in digital media with the help of big media. Because of this it is that these entrepreneurs ensure their monthly income.

According to some authors, the cheapening of telecommunications infrastructure popularized the digital way of doing business. In this environment competition is fierce and the number of consumers increases more and more, with internationalization of business opportunities (ZIYAE; SAJADI; MOBARAKI, 2014). It is believed that the confidence in this business mode has grown increasingly likely this will occur due to the digital inclusion and greater knowledge that consumers are acquiring over time.

For Fagundes (2004, p. 24), "e-commerce over the internet is the branch of economic activity fastest growing in the world," and that now houses various types of activities. In this sense, Parker and Alstynne Choudary (2016) emphasize that the digital environment is radically transforming not only business, but also the economy and the behavior of society in general, and reinforce this thought, saying:

[...] any industry where information is an important ingredient is a candidate for the platform of the revolution. This includes companies whose "product" is information (such as education and the media), but also any business where access to information about customer needs, price fluctuations, supply and demand and market trends have value - which includes almost all businesses (PARKER; Alstynne; Choudary, 2016, p. 16).

From this perspective, you can see in general that most of digital entrepreneurs is responsible for creating infoproducts such as online courses or e-books, namely, the famous e-books. And, through the dissemination of these products, they begin to secure their profits through the Internet. And it's not just how to earn extra income, but consistent and expendable business, but that will depend largely on the quality of these products (Charaudeau, 2007).

However, Caetano (2014) points out that this is not the only way to work with digital ventures, as not everyone has enough knowledge to create their own products. In this case, only entrepreneurs promote third-party product sales through disclosure, receiving commissions through the affiliate program.

Therefore, considering that there are several services and products offered on the Internet, the Organization for Economic Co-operation and Development - OECD (2009) recommends that before you start a business of this type, it is necessary to analyze some questions: if the idea is good enough if there are potential customers if there is potential for the business to survive the competition and the profit to be obtained worth the effort, as well as consider other points: how, where, when, with whom and with what money will be made.

Furthermore, other virtual businesses are a reality, such as game stores, makeup and beauty products, thrift stores, agencies and media companies, web design, consulting on specific areas and group buying sites, which many of them use the free resource sites like Wordpress, Blogspot, Twitter, Facebook, Youtube and Instagram.

On the other hand, according to a survey of the IBGE (2010), the Brazilian Chamber of Electronic Commerce revealed that 33.3% of online shops and businesses close under two years of existence, for lack of administrative and commercial experience. It is clear, therefore, that training, whether online or not business is essential. However, in the case of a web service, the preparation should be very specific, through training and courses to deal with the complexity of the electronic universe.

At that point of view, rather than having a business through digital, digital entrepreneurship requires its components some different characteristics and capabilities of the business environment, as the online world has unique peculiarities, and not all entrepreneurs can have the same success in digital world (VALLE, 2016).

Therefore, Santos et al. (2016) report that it is important for those working in this business get planning, organization, focus and enthusiasm. One should also analyze legal issues for business deployment, get dedicated employees, dealing with all kinds of people, draw up an appropriate business plan, establish what are the products and the prices of each and know the target audience, competition, suppliers and define how it will be communicating with customers. Furthermore, according to the authors, one of the obstacles observed is that the Internet is also necessary to guard against fraud in payments by credit card and monitor data from the often business.

Finally, Santos et al. (2016) warn, those working in this business, not to fall into digital inertia: even if the business is successful in a year, the strategies used at that time may not work in another. This media is dynamic, new trends and forms of interaction arise quickly and is essential to

business to adapt to it and always be open to improvements and modifications.

### III. MATERIALS AND METHODS

This is an exploratory research, with design through a quantitative and qualitative approach. As for the purpose, it is characterized as descriptive. Gil (2010), the search descriptive research to describe the characteristics of a given population or phenomenon, while the exploratory research is intended to develop, clarify and modify concepts and ideas, seeking greater familiarity with the problem.

The organization investigated was the Faculty of Social Sciences and Petrolina, Municipal Authority located in submedium backwoods of Pernambuco. The participants are students of the Administration course, attending the first to the eighth period, randomly selected.

As a data collection instrument used a questionnaire with eight questions, four open and closed four, which was printed and applied in person. The analysis of the material was initially carrying the collected data relating to closed answers for application forms of google resources and presentation of the results in graph form. As for the open answers after transcribed, proceeded to the descriptive analysis of the textual content of the selected material.

### IV. RESULTS AND DISCUSSION

The sample was composed of 50 students from all administration groups course, with each period of 6 students (first to seventh) seven students in the eighth period. Regarding the gender of the respondents, the sample was made in a balanced way, with 46% women and 54% men. As for the results obtained, in relation to the perception of the students about the social networking as a business tool, the data in Figure 1, revealed that among the students of management FACAPE, 56% believe that social networks are great business tool, followed by 36% who considers good tool and only 8% think regular. It appears, therefore, that 92% have the perception that social networks influence the development of a digital business.

This understanding corroborates what was found by Santos et al. (2016) that most of the professionals who run to the virtual market are top level and prioritize management courses or business management and marketing.

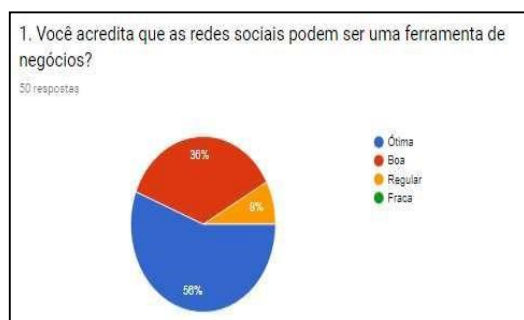


Fig. 1: Social networks as a business

However, when asked if they would open a business in digital platforms, only 66% of survey participants spoke positively to this kind of business. While 10% do not wish to open business in this modality, followed by 22% who responded never have thought of that. (Figure 2).

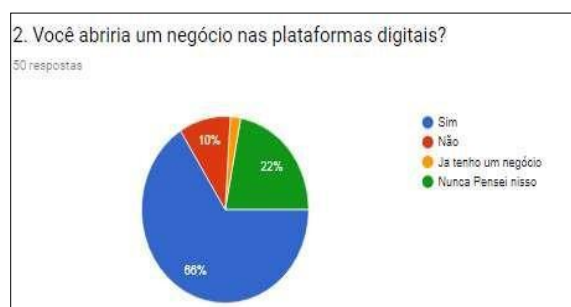


Fig. 2: Business on digital platforms

These data demonstrate that the act of taking in digital business is being viewed with some uncertainty on the part of students, suggesting that this matter be discussed further in the academic course of administration of FACAPE. On this question, the research Werle (2018), which deals with the identification of the entrepreneurial profile and the propensity for business creation by students of management courses in the city of Cerro Largo- RS, shows that 66.41% of students surveyed felt more encouraged to undertake after joining the course because the disciplines and the knowledge gained contributed to such.

Already when asked about what are the niches or areas of business that would undertake, among the participants there was a wide variation of responses, however, areas and niches most cited were: legal, educational, perfumery and cosmetics, creating applications in branch food, crafts, making custom clothes, fitness clothes, business and financial consulting, distribution area of health facilities, social networking, computing and applications technology, video games, aesthetics, tourism and drinks.

When asked if they start a business using digital platform is a motivational factor for entrepreneurial innovation, only 44% said yes, 34% depending on the business and 20% think not, as seen in Figure 3.



Fig. 3: digital and Innovation Platform

It is noticed little interest and motivation of the management students to use the digital platform as innovative entrepreneurship. In contrast, the Internet trade is among the ten most attractive business sectors for future entrepreneurs (DEGEN, 2009).

Thus, the entrepreneur must be willing to change and adapt to changes, including the use of technology as a tool to succeed in the new digital economy.

In view of this, on entrepreneurship and innovation, Oda (2017) notes that the use of the digital platform can be a great way to innovate in business and increase company sales.

Regarding the question, if seek digital entrepreneurship as an alternative form of income or main income, Figure 4 shows that the perception of the respondents was that 84% would seek an alternative income and 16% seek this one out as main income.



Fig. 4: Digital platform as an alternative income

These data demonstrate that in view of the students, research participants, there is no reliability in digital entrepreneurship as a major source of income from those who have chosen an alternative income, while they recognize as main income, they pointed to justify unemployment and the need for earn money to survive.



Thus, it has been the understanding that most fits the profile entrepreneur by chance, while at the minority fits the profile for the entrepreneur need.

Regarding the question about some uncertain factors that can bring a digital business, the assigned responses were most cited as: high competition, lack of quality in the transport and logistics services, threat of hackers on the network, collection of taxes by the government, information security, current precarious economic situation and lack of credibility on the part of customers. On these factors, mentioned by the respondents, it was noticeable that most concerns were with the competition, being mentioned as a factor that creates more risks due to the large amount of digital companies in several areas. Another unrest was observed with the economic and governance issues, such as logistics and high tax rates, which directly influence the competition.

With regard to the last question, we asked respondents to name a few advantages of having a digital business. According to the answers of the students the main advantages in almost all respects are the reduction of operating costs as physical space rental, hiring employees and charges and there is a good saving on taxes. Other responses were also more prominent were the practicality due to use only one computer, possibility of working only a few hours a day, the largest display of products, focusing on niche and well targeted audiences, timely dissemination of information, availability site 24 hours a day and unlimited client, ie, the initial investment to have an online business is significantly less prevalent,

Thus, it was observed that the students, although not prove motivated to join the digital business, have the perception of the advantages of having a website, especially as the cost savings and convenience. Another point noted was the fact that they realize that with the internet there are no barriers, while a physical business is limited to location, the company's website can be accessed by anyone in any corner of the world that has an internet connection.

## V. CONCLUSION

This study aimed to evaluate the students' perception of FACAPE Administration Course on digital entrepreneurship. Regarding the results, it was found that the majority of respondents have the perception that social networks influence the development of a digital business, but only a portion would open a business in digital platforms, showing insecurity and lack of credibility to undertake in digital business.

It was also noted that in view of the students, the survey respondents, there is no reliability in digital entrepreneurship as a major source of income only as an alternative income, and they recognize as main income, made this option due to unemployment and the need to earn money to survive.

In view of this, it emerges that there is need to create a favorable environment in the Administration Course with regard to digital entrepreneurship. From this perspective, Endeavor and Sebrae (2016) point out that universities need to be more connected with their students, work and community market. Also, increasing the business knowledge and focus on planning to manage in the digital area will make a difference to address the risks and uncertainties, demonstrated by students who answered the survey.

On these results, it has been the understanding that this perception of students is opposed to the current market trend, as the digital way of doing business has become more popular, competition is increasingly fierce and the number of consumers increases every time more. It is believed that this situation is occurring because of the digital inclusion and greater knowledge of the digital market for consumers to see buying in recent times, so that increases confidence that business mode.

By the way, there is that the market in this digital area, in spite of being treated as a new business niche, still presents many challenges, which may justify the insecurity of students to greater adherence to digital entrepreneurship.

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