

Digital Entrepreneurship in Focus: Awareness, Innovation, and Key Challenges- A Study with Special Reference to Chennai City

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Abstract

Digital entrepreneurship has emerged as a significant catalyst for innovative business creation and long-term economic growth in the contemporary digital economy. It refers to the process of utilizing modern digital tools, including the internet, mobile applications, cloud computing, artificial intelligence, and social media platforms, to design, develop, and deliver innovative business models, products, and services. These technologies enable entrepreneurs to overcome conventional obstacles to entry by reducing startup expenses, streamlining knowledge sharing, and facilitating businesses' access to both domestic and global markets with greater ease.

Digital entrepreneurs harness technology to enhance operational efficiency, streamline business processes, and respond quickly to shifting consumer preferences and market dynamics. The presence of a supportive digital ecosystem—including stable online platforms, secure online payment systems, business incubators, venture capitalists, and public sector programs—plays a vital role in cultivating new ideas and supporting effective expansion. Moreover, digital entrepreneurship makes significant contributions to startup development, employment generation, and economic diversification. It also promotes a culture of continuous innovation, competitiveness, and adaptability among enterprises. This study aims to investigate the role of digital entrepreneurship in fostering innovative business creation and promoting sustainable business growth in an increasingly technology-driven economic environment.

Keywords: Digital Entrepreneurship, Digital tools, Startup economy growth, Innovation and challenges.

INTRODUCTION

Digital entrepreneurship is not just about technology—it is about people using digital tools to turn ideas into meaningful businesses. At its core, it represents the creativity, ambition, and problem-solving spirit of individuals who identify everyday challenges and use digital platforms to offer simple, effective solutions. In today's fast-moving digital world, entrepreneurship has become more accessible, personal, and impactful than ever before.

Unlike traditional businesses that often require large investments and physical infrastructure, digital entrepreneurship allows individuals to start small and grow gradually. A laptop, an internet connection, and a strong idea can be enough to launch a business. This has empowered students, working professionals, homemakers, and young innovators to become entrepreneurs. Digital tools enable them to test ideas quickly, learn from customer feedback, and improve their products or services in real time.

Digital entrepreneurship strongly encourages innovation because it allows entrepreneurs to think differently and act faster. Online platforms, mobile apps, and social media make it easier to reach customers, understand their needs, and build lasting relationships. Entrepreneurs can experiment with new business models such as online marketplaces, digital services, content creation, and platform-based businesses. These innovations are often driven by a desire to make life easier, save time, reduce costs, or improve access to goods and services. A supportive digital environment plays a vital role in nurturing digital entrepreneurs. When governments, financial institutions, and technology providers work together, they create opportunities for individuals to succeed. Access to affordable internet, digital payments, startup support programs, skill-development initiatives, and funding opportunities helps entrepreneurs feel confident in starting and growing their ventures. In India, initiatives like Digital India and Startup India

have encouraged many young people to pursue entrepreneurship as a career option.

The impact of digital entrepreneurship goes beyond individual success—it contributes directly to economic growth and social development. Digital businesses create jobs, promote self-employment, and support small and medium enterprises. They increase productivity by reducing manual work and improving efficiency. More importantly, digital entrepreneurship supports financial inclusion by bringing digital services to people in remote and underserved areas, allowing them to participate in the economy.

Digital entrepreneurship also supports sustainable and inclusive growth. Many entrepreneurs focus on solving social problems, improving education, healthcare, and financial access through digital solutions. By using technology responsibly, they help build businesses that are not only profitable but also socially valuable.

In simple terms, digital entrepreneurship is about people using technology to build better futures— for themselves, for society, and for the economy. It combines innovation with human effort, making economic growth more inclusive, adaptable, and sustainable in the digital age.

CONCEPT OF DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship refers to the process of creating, developing, and managing new business ventures by extensively using digital technologies to deliver innovative products, services, or business models. It represents a modern form of entrepreneurship that operates within the digital economy and leverages tools such as the internet, mobile applications, cloud computing, artificial intelligence, big data, and social media platforms.

At its core, digital entrepreneurship supports innovative business creation by lowering entry barriers for startups, reducing initial capital requirements, and enabling entrepreneurs to reach global markets with ease. Digital platforms allow businesses to experiment rapidly, customize offerings, and scale operations efficiently. This flexibility encourages innovation, creativity, and continuous improvement in products and services.

Digital entrepreneurship also plays a crucial role in economic growth. It generates employment opportunities, promotes productivity, and contributes

to value creation across sectors. By fostering digital ecosystems—such as startup incubators, innovation hubs, fintech platforms, and e-commerce marketplaces—it enhances competitiveness and strengthens economic resilience. Moreover, digital entrepreneurship encourages inclusive growth by enabling participation from youth, women, and small enterprises, especially in emerging economies.

Overall, digital entrepreneurship acts as a catalyst for technological advancement, business innovation, and sustainable economic development, making it a key driver of growth in today's digital-driven global economy.

ROLE OF DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship is changing the way people think about starting and growing businesses. Today, an entrepreneur does not always need a big office, heavy machinery, or huge capital. With just a laptop, an internet connection, and a creative idea, anyone can build a business that reaches customers across the world. This shift has made business creation more accessible, innovative, and dynamic.

Digital entrepreneurship encourages innovation by allowing people to turn simple ideas into practical solutions. Online platforms, mobile apps, and digital tools help entrepreneurs experiment, test new ideas, and improve their products quickly. Whether it is an online store, a learning app, or a digital payment service, technology makes it easier to create businesses that solve real-life problems. Another important role of digital entrepreneurship is its ability to break geographical barriers. A small business operating from a town or village can now sell products and services globally through e-commerce websites and social media. This wider reach helps entrepreneurs grow faster and compete with larger companies, contributing to stronger economic activity.

Digital tools also make business operations smoother and more efficient. Automation, online marketing, digital payments, and data analysis reduce costs and save time. Entrepreneurs can focus more on creativity and customer satisfaction instead of routine manual work. As businesses grow, they create more job opportunities, especially for young people with digital skills. Digital entrepreneurship also supports inclusive growth. Many digital businesses, especially in financial

technology, help people access banking, payments, and credit services easily. This financial inclusion empowers individuals, encourages saving and investment, and supports small entrepreneurs in building sustainable livelihoods.

Overall, digital entrepreneurship plays a vital role in driving economic growth. Promoting innovation, improving productivity, creating jobs, and connecting markets, it helps build a modern and resilient economy. As digital technologies continue to evolve, digital entrepreneurship will remain a key force shaping the future of business and economic development.

MERITS OF DIGITAL ENTREPRENEURSHIP

- Digital entrepreneurship makes it easier for people to turn their ideas into businesses. One of its biggest advantages is that it requires less money to start. Entrepreneurs can launch online stores, apps, or services without renting offices or setting up factories.
- It also encourages creativity and innovation. Digital tools like social media, mobile apps, and artificial intelligence help entrepreneurs experiment with new ideas and reach customers in smarter ways.
- Another major benefit is the ability to reach customers across the world. A digital business is not limited to one city or country. With the internet, even small startups can sell products and services globally, boosting trade and income. Additionally, digital businesses are fast and flexible. They can grow quickly using technology, automate tasks, reduce costs, and respond easily to changes in customer needs. All these factors help support economic growth and development.

DEMERITS OF DIGITAL ENTREPRENEURSHIP

- While digital entrepreneurship has many benefits, it also comes with challenges. One major problem is heavy competition. Since it is easy to start a digital business, many people enter the market, making it difficult for new entrepreneurs to survive.
- Digital businesses are also highly dependent on technology. Poor internet connectivity, software

problems, or system failures can interrupt business operations and lead to losses.

- Another concern is cybersecurity and data privacy. Online businesses face risks like hacking, fraud, and misuse of customer data, which can damage trust and reputation. There is also a skill gap. Not everyone has the technical knowledge or digital skills needed to run an online business. This limits opportunities, especially in rural or underdeveloped areas.

PROCESS OF DIGITAL ENTREPRENEURSHIP

The process of digital entrepreneurship begins with recognizing an opportunity where digital technology can be used to solve a problem or meet customer needs.

Entrepreneurs carefully observe market trends, consumer behavior, and technological advancements to come up with innovative business ideas such as online services, mobile applications, or digital platforms.

Once an idea is identified, the next step is to understand the market. Entrepreneurs study customer preferences, analyze competitors, and use digital tools like online surveys and analytics to check whether the idea is feasible and has demand. This helps reduce risk and improves the chances of success. After validating the idea, entrepreneurs design a digital business model. This involves deciding how value will be created and delivered to customers and how the business will generate revenue. Choices related to pricing, digital platforms, payment systems, and customer interaction are made at this stage.

The entrepreneur then builds the required digital infrastructure. This includes developing websites or apps, setting up cloud services, integrating online payment gateways, and ensuring data security. A strong digital foundation helps the business operate smoothly and grow efficiently. The next step is developing the digital product or service. Entrepreneurs focus on creating user-friendly, innovative, and reliable offerings. Regular testing and improvements are carried out to meet customer expectations and stay competitive in the market.

After development, the business is promoted using digital marketing methods such as social media, search engines, and email campaigns. These cost-effective tools help reach a wider audience and attract customers quickly. Once the product or service gains acceptance, the digital business is launched fully. Entrepreneurs

continuously monitor performance, customer feedback, and usage patterns to make improvements and enhance user experience. As the business becomes successful, it can be expanded easily by reaching new markets, adding new features, or increasing the customer base with minimal additional cost. Continuous innovation and adaptation ensure long-term sustainability and contribute to economic growth through employment generation, productivity, and technological advancement.

OBJECTIVES OF THE STUDY

1. To examine the level of awareness about digital entrepreneurship among entrepreneurs in Chennai city.
2. To analyze the role of digital technologies in fostering innovation among digital entrepreneurs in Chennai.
3. To identify the various digital platforms and tools used by entrepreneurs for business development.
4. To study the key challenges faced by digital entrepreneurs in Chennai city.

SCOPE OF THE STUDY

The scope of the study focuses on understanding the role of digital entrepreneurship in supporting innovative business creation and business growth. The study examines how the use of digital tools and technologies helps entrepreneurs start, manage, and expand their businesses more effectively.

The study is limited to entrepreneurs in Chennai and mainly covers early-stage entrepreneurs. It explores the level of awareness about digital entrepreneurship, the role of digital tools in reducing startup costs, identifying business opportunities, and reaching customers. The study also looks at how digital entrepreneurship contributes to innovation, scalability, and overall business growth.

In addition, the study identifies the major challenges faced by digital entrepreneurs, such as a lack of technical skills, cybersecurity risks, high competition, and difficulty in accessing finance. The findings of the study provide useful insights for entrepreneurs, policymakers, and researchers to understand the importance of a supportive digital ecosystem for sustainable and inclusive economic growth.

LIMITATIONS OF THE STUDY

- The study is limited to entrepreneurs in Chennai and may not reflect the conditions or challenges faced by entrepreneurs in other regions of India.
- The responses are based on the observations of the respondents and may differ from time to time.

REVIEW OF LITERATURE

- **Dr. Ashok P. Jadhav, Dr. Tejpal J. Moharekar (2025)**, “Digital entrepreneurship in India has become a major force behind innovation and economic growth, supported by rapid technological progress and strong government initiatives. At the same time, entrepreneurs continue to face challenges such as limited infrastructure, skill shortages and regulatory complexities. This paper explores how digital entrepreneurship has evolved in India, examines its current state, highlights the key challenges faced by entrepreneurs, and discusses future opportunities for building a more inclusive and sustainable entrepreneurial ecosystem”.
- **Siddhant Jagdish Jadhav (2025)**, “India’s economic progress has been strongly influenced by digital transformation, which has reshaped major sectors such as entrepreneurship, banking, governance, and education. The fast adoption of digital technologies, supported by initiatives like Digital India, Aadhaar, UPI, and Bharat Net, has improved access to financial services, enhanced the efficiency of public service delivery, and generated new employment opportunities. Through government-led efforts in e-governance and fintech, economic participation has widened, leakages in welfare schemes have been minimized, and greater transparency and accountability have been achieved”.
- **Shilpa K Ramannagal, Aksharasurya (2025)**, India’s vision of building a digitally empowered economy by 2047 shows its strong ambition to become a global leader in innovation. This study looks at how the digital economy, startups, and emerging technologies are shaping sustainable growth, inclusiveness, and competitiveness. Improvements in digital infrastructure, artificial intelligence, blockchain, and Industry 4.0 are

opening new business opportunities, increasing productivity, and creating jobs. Startups are playing an important role in transforming key sectors such as healthcare, education, agriculture, and manufacturing by offering scalable and technology-based solutions. The study also highlights the importance of initiatives like Digital India and Startup India in creating a supportive innovation environment, while acknowledging challenges such as the digital divide, cybersecurity risks, and funding constraints. Overall, the research presents a hopeful vision of a future-ready digital economy by 2047 that supports innovation, entrepreneurship, and inclusive development across India.

- **Dr. Savitaben H. Desai (2024)**, “Over the past twenty years, India’s digital economy has grown very quickly. The rise of information technology, mobile internet, digitization, e-commerce, and fintech has changed how people work, shop, and manage money. These changes have also had a deep impact on the country’s social and economic life. This study looks at how the digital economy has developed, what it has contributed, and how it affects society. The findings show that digitalization has helped more people access financial services, created new job opportunities, and improved efficiency and transparency. At the same time, it has also brought challenges such as unequal access to digital technologies, cybersecurity risks, and growing economic inequalities.
- **Sunil Kumar Gupta & Jutimala Bora (2023)** “Digital entrepreneurship in India has grown rapidly, especially after the COVID-19 pandemic, as businesses shifted from traditional models to digital platforms to survive and compete. It involves starting new ventures or transforming existing businesses using digital technologies to reach customers more effectively. Government initiatives like the Digital India Programme have encouraged young entrepreneurs by improving digital infrastructure and access to technology. Digital entrepreneurship contributes to economic growth by creating jobs, increasing innovation, and adding to GDP. Technologies such as AI, IoT, Machine Learning, and 5G play a key role in this transformation, making digital entrepreneurship a strong driver of India’s economic development”.
- **Priyanka Dale, Gour C. Saha (2023)**. This study focuses on strategic management in women-owned digital enterprises indicates that this is an emerging yet increasingly significant area of scholarly inquiry. Existing studies highlight the growing participation of women in digital entrepreneurship and examine their strategic decision-making, use of digital technologies, and adaptation to dynamic business environments. Several researchers have employed systematic approaches such as bibliometric, content, and network analyses to identify key trends, themes, and knowledge structures in this field. These studies suggest that research on women’s digital entrepreneurship is broadly organized around themes related to strategic management, digital innovation, and entrepreneurial empowerment. However, much of the literature is based primarily on Scopus-indexed publications and relies heavily on qualitative methods, which limits broader generalization and empirical assessment of strategic impacts on business performance and wealth creation. Additionally, as this field has gained prominence only in recent years, there is limited evidence on the long-term outcomes of women’s strategic choices in digital enterprises. Despite these limitations, the existing body of research provides a strong foundation for understanding the strategic dimensions of women-led digital businesses and highlights important gaps and future research directions in this evolving domain.
- **Chioma D Ayomide (2025)**. The literature on digital entrepreneurship suggests that rapid digital transformation has significantly changed traditional entrepreneurial models. Researchers highlight that technologies such as cloud computing, AI, big data, and digital platforms play a crucial role in enabling innovation, scalability, and competitiveness. Studies emphasize that digital capability, including skills and technological infrastructure, is essential for entrepreneurial success and has allowed even small businesses to access global markets. At the same time, scholars note that emerging technologies like AI, blockchain, and IoT will further reshape entrepreneurship in the future. However, existing research also points out challenges such as digital skill gaps and infrastructure limitations, stressing

the need for supportive policies, education, and better access to resources.

entrepreneurship. This helped in understanding the general background of the respondents.

The next section focused on the respondents' awareness of digital entrepreneurship and their use of digital tools in business activities. Questions were included to understand how digital technologies help in starting a business, reducing costs, and reaching customers. Another section dealt with innovation and business growth, where respondents shared their views on how digital tools support scalability, decision-making, and continuous improvement. The final section focused on the challenges faced by digital entrepreneurs, such as a lack of technical skills, cybersecurity issues, competition, and difficulty in getting financial support.

RESEARCH METHODOLOGY

To achieve the objectives of the study, primary data were collected through a well-structured questionnaire with a sample size of 68 respondents who were all entrepreneurs in Chennai. A convenience sampling method was considered for collecting data. The questionnaire was developed to measure entrepreneurs' perception of the innovation and challenges of digital entrepreneurship.

QUESTIONNAIRE DESIGN

The questionnaire was designed to collect primary information for the study on digital entrepreneurship and its impact on innovation and business growth. It was prepared in a simple and easy-to-understand way so that entrepreneurs could answer the questions comfortably and honestly. The questionnaire was distributed to entrepreneurs in Chennai. The questions were grouped into different sections. The first section collected basic personal details such as age, gender, educational qualification, and experience in

DATA ANALYSIS

This primary data analysis table presents a comprehensive examination of the original data collected from a sample of 68 entrepreneurs. The table provides valuable insights into the characteristics, strategies, and outcomes of these startups, shedding light on the factors that contribute to their success.

DEMOGRAPHIC ANALYSIS

S.no	Particulars		Percentage
1.	Gender	Male	32%
		Female	68%
2.	Age	Below 20 years	10%
		21- 30 years	62%
		31-40 years	10%
		Above 40 years	18%
3.	Educational Qualification	High School	12%
		Undergraduate	34%
		Post graduate	44%
		Doctorate	5%
		Professional Qualification	5%
5.	Years of Experience in entrepreneurship	Less than 1 year	72%
		1-5 years	16%
		5-10 years	6%
		Above 10 years	6%

Interpretation

The demographic profile of the respondents reveals several important insights. In terms of gender, female respondents constitute the majority (68%), indicating higher participation of women in entrepreneurship than of men (32%). This reflects the increasing involvement of women in entrepreneurial activities and highlights a positive shift toward gender inclusivity in entrepreneurship.

With respect to age, most respondents fall within the 21–30 years category (62%), showing that young adults largely drive entrepreneurship. Smaller proportions are seen among those below 20 years and those aged 31–40 years, each accounting for 10%. Meanwhile, 18% of respondents are above 40 years, indicating that entrepreneurial engagement spans across age groups, though it is most prominent among young adults.

Regarding educational qualifications, a significant proportion of respondents are well educated. Nearly half of the participants are postgraduates (44%), followed by undergraduates (34%). Respondents with a high school education constitute 12%, while those holding a doctorate and professional qualifications each account for 5%. This indicates that higher education plays an important role in entrepreneurial engagement.

Concerning entrepreneurial experience, the findings reveal that a large majority of respondents (72%) are newcomers, having less than one year of experience. Those with 1–5 years of experience make up 16%, while a smaller proportion of respondents have 5–10 years or more than 10 years of experience (6% each). This indicates that the study predominantly represents early-stage entrepreneurs, emphasizing the growing interest in entrepreneurship among new entrants.

AWARENESS ABOUT DIGITAL ENTREPRENEURSHIP

Particulars	Category	Options	No. of Respondents	Rank
Awareness of Digital Entrepreneurship	Aware of the concept of digital entrepreneurship	Strongly Agree Agree Neutral	28 29 11	2 1 3
	Digital technologies make it easier to start a business	Strongly Agree Agree Agree Neutral	20 36 12	2 1 3

Interpretation

The findings indicate a high level of awareness among respondents regarding digital entrepreneurship. Most of the respondents are familiar with the concept of digital entrepreneurship.

This suggests that digital entrepreneurship is well understood among the respondents. In addition, a large majority of respondents agree that digital technologies make it easier to start a business.

ROLE OF DIGITAL TOOLS

Particulars	Category	Options	No. of Respondents	Rank
Digital Tools in Business Creation	Digital tools reduce the initial cost of starting a business	Strongly Agree Agree Agree Neutral Strongly Disagree	24 29 12 3	2 1 3 4
	Online platforms help in identifying new business opportunities	Strongly Agree Agree Agree Neutral	20 35 13	2 1 3

	Digital marketing helps to reach a wider customer base	Strongly Agree	20	2
		Agree	29	1
		Agree	13	3
		Neutral	6	4
		Strongly Disagree		
	Technology enables faster product/service innovation	Strongly Agree	24	2
		Agree	29	1
		Agree	12	3
		Neutral	3	4
		Disagree		

Interpretation

The above table clearly highlights the important role of digital tools in business creation. A majority of respondents either *agree* or *strongly agree* that digital tools help reduce the initial cost of starting a business, with agreement receiving the highest rank. The results show that digital tools play an important role in starting a business. Most respondents agree that digital tools help reduce the initial cost of setting up a business, making entrepreneurship more affordable.

Many respondents also agree that online platforms help in finding new business opportunities. This shows that entrepreneurs rely on digital platforms to explore ideas and understand market needs. In addition, most participants feel that digital marketing helps businesses reach more customers. This highlights the usefulness of digital channels in promoting products and services.

Finally, respondents largely agree that technology enables faster innovation in products and services. This finding underscores the role of digital tools in accelerating innovation and helping businesses adapt quickly to changing market demands.

INNOVATION AND GROWTH

Particulars	Category	Options	No. of Respondents	Rank
Innovation and Growth	Digital entrepreneurship encourages innovation and growth.	Strongly Agree	20	2
		Agree	38	1
		Agree	10	3
		Neutral		
	Use of technology improves business scalability	Strongly Agree	18	2
		Agree	37	1
		Agree	13	3
		Neutral		
	Data analytics helps in better decision-making.	Strongly Agree	22	2
		Agree	34	1
		Agree	12	3
		Neutral		
	Digital tools support continuous business growth.	Strongly Agree	24	2
		Agree	29	1
		Agree	15	3
		Neutral		

Interpretation

The results show that digital entrepreneurship plays an important role in innovation and business growth. Most respondents agree that digital entrepreneurship encourages innovation and helps businesses grow, indicating a positive impact of digital practices on business development.

The majority of respondents also believe that the use of technology improves business scalability. Most of the respondents believe that using tech tools makes it easier to scale operations and reach more customers.

Many respondents agree that data analytics helps in making better business decisions. This shows that using data and digital tools supports informed decision-making and improves business performance.

Finally, most respondents feel that digital tools support continuous business growth. In short, digital entrepreneurship and technology together make it easier for businesses to innovate, grow, and succeed over time.

Challenges in Digital Entrepreneurship

Particulars	Category	Options	No. of Respondents	Rank
Challenges in Digital Entrepreneurship	Lack of technical skills is a major challenge	Strongly	20	2
		Agree	28	1
		Agree	20	3
		Neutral		
Challenges in Digital Entrepreneurship	Cybersecurity risks affect digital business.	Strongly	19	3
		Agree	26	1
		Agree	23	2
		Neutral		
Challenges in Digital Entrepreneurship	High competition in digital markets is a concern	Strongly	18	3
		Agree	30	1
		Agree	20	2
		Neutral		
Challenges in Digital Entrepreneurship	Difficulty in accessing funding for growth	Strongly	13	3
		Agree	28	1
		Agree	19	2
		Neutral	6	4
		Disagree		

Interpretation

The findings highlight the main challenges faced by digital entrepreneurs. One of the biggest issues is the lack of technical skills. Many respondents agree that not having the right digital knowledge or expertise can make it difficult to start or manage a digital business.

Cybersecurity risks are another major concern. Respondents feel that threats like hacking or data breaches can affect the security and trustworthiness of digital businesses.

High competition in digital markets is also seen as a challenge. With so many businesses online, standing out and attracting customers can be difficult. Finally, accessing funding for growth is a challenge for many entrepreneurs. Some respondents struggle to find the financial support needed to expand their businesses.

FINDINGS OF THE STUDY

- The study reveals early-stage entrepreneurs with less than one year of experience, reflecting a strong interest in entrepreneurship among new

entrants and the potential for future growth in this sector. Overall, the findings indicate that entrepreneurship is increasingly accessible to women and young adults, supported by higher

education, and is attracting a growing number of new entrepreneurs, which bodes well for the dynamism and diversity of the entrepreneurial ecosystem

- The survey shows that most respondents are aware of digital entrepreneurship and have a positive view of it. Many respondents feel that digital technologies make starting a business easier and more affordable.
- The study reflects the widespread perception that technology helps reduce entry barriers and supports individuals in launching entrepreneurial ventures more easily.
- Digital platforms are useful for learning about the market and identifying business possibilities.
- The study indicates that digital platforms are widely viewed as valuable sources for market information, networking, and idea generation.
- The findings suggest that digital tools support business creation by reducing costs, identifying opportunities, expanding customer reach, and encouraging innovation.

SUGGESTIONS OF THE STUDY

- Improve digital skills- Entrepreneurs should be given proper training in digital tools, online marketing, and basic technology to help them manage their businesses effectively.
- Provide easy access to finance- Financial support should be made easily available for digital entrepreneurs through simplified loan procedures and government startup schemes.
- Ensure data security and safety - Entrepreneurs should be educated about cybersecurity to protect their business and customer information from online threats.
- Support through mentorship- Guidance from experienced mentors and startup support centers can help new entrepreneurs overcome business challenges and grow confidently.
- Strengthen digital infrastructure- Better internet facilities and digital services should be provided, especially in rural and semi-urban areas, to encourage more people to take up digital entrepreneurship

CONCLUSION

Digital entrepreneurship has become an important part of today's business environment in Chennai city. With the growing use of digital technologies, many entrepreneurs are becoming more aware of online business opportunities and are using digital tools to improve their products, services, and customer reach. The study shows that digital platforms have helped entrepreneurs work more efficiently, innovate faster, and connect with a wider market.

The study emphasizes that digital tools are seen as essential drivers of cost efficiency, opportunity identification, market expansion, and innovation in business creation. Many digital entrepreneurs still struggle with limited technical knowledge, a lack of proper training, financial constraints, security concerns, and constant changes in technology. Competition in the digital space is also intense, making it challenging for small and new businesses to survive and grow.

Overall, the study highlights the need for better awareness programs, skill-based training, and stronger support from the government and financial institutions. By addressing these challenges and encouraging innovation, digital entrepreneurship in Chennai can grow more sustainably and create greater opportunities for economic development and employment in the city.

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