

Elevating Innovative Entrepreneurship Amidst the Global Pandemic: New Opportunities and Challenges

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ABSTRACT

Entrepreneurship refers to the concept of developing and managing a business venture to gain profit by taking several risks in the corporate world. Entrepreneurs are often known as a source of new ideas, anticipating needs and bringing great new ideas to market. Innovation in entrepreneurship is a new idea that implements creativity. Innovation is born as a solution to a problem to be solved by taking advantage of opportunities. COVID-19 global pandemic has caused a surge in entrepreneurial activity. Entrepreneurship, alongside its innovation will play a big role

for the recovery of the crisis caused by global pandemic. Resilience entrepreneurship concept can be adapted based on the ideas of (1) connect into your customer base, (2) outline your supply chain and identify all potential vulnerabilities, (3) care and create a shared value, (4) stay transparent with your customers, employees, and stakeholders, and (5) turn to digital solutions.

Keywords: *entrepreneurship, Innovation, sustainable business.*

1. INTRODUCTION

Entrepreneurship refers to the concept of developing and managing a business venture to gain profit by taking several risks in the corporate world. Being an entrepreneur is hard due to the demand of creating innovations for the company to survive. The act of transforming the world by solving large-scale problems has come to be known as entrepreneurship. In entrepreneurship, unutilized resources, labour, and capital are utilized most efficiently. Entrepreneurs take on risks in the hopes of making a profit, or in the case of social entrepreneurship, of solving a problem facing communities. So, the significance of entrepreneurs and the role of entrepreneurship go beyond the business world. Self-motivated individuals can also use entrepreneurship to create their career path and income through working out themselves by developing and creating goods or services that people need or want. It's a risky approach to make a living, but it can result in amazing rewards and lasting success. With the introduction of the internet, entrepreneurship also has the potential to enact the social process of

developing a service or product that has a beneficial influence on individuals and addresses societal concerns with innovative ideas.

Entrepreneurs are often known as a source of new ideas, anticipating needs and bringing great new ideas to market. Replacing the old with innovations. Innovation is a process by which a domain, a product, or a service is renewed and brought up to date by applying new processes, introducing new techniques, or establishing successful ideas to create new value. The words innovation and invention overlap semantically but are quite distinct. The invention can refer to a type of musical composition, a falsehood, a discovery, or any product of the imagination. The sense of invention most likely to be confused with innovation is "a device, contrivance, or process originated after study and experiment," usually something which has not previously been in existence. Innovation, for its part, can refer to something new or a change made to an existing product, idea, or field. The ability to innovate is needed in a business environment, especially during the current pandemic. If a company does not

innovate, it will be left behind and lose its customers. Therefore, the pandemic is a new challenge for business people.

During the pandemic every entrepreneur is forced to innovate or their business would fail. Many entrepreneurs leave their conventional way of sales using retail stores and they would focus on growing their online stores. In this era of IoT, the world becomes simpler due to the existence of the internet. Many forms of things could help them do more sales like ads and endorsements. The internet allows us to perform many things to improve our daily lives and supports us in creating innovations along the way. COVID-19 global pandemic impacts on the business world, in particular to our entrepreneurs could have never been expected, it destroys the opportunities and success faced with that challenge, entrepreneurs had to innovate and elevate new ways to connect with consumers. A means of accelerating the digital transformation of their businesses can thrive in this global pandemic. New-born entrepreneurs and start-ups have been being more opportunistic during the pandemic, pivoting their businesses through some kind of repurposing and redirecting existing knowledge, skills, people, and networks to new needs that have emerged. With this, the global pandemic might be a challenge but it has been a fantastic learning experience especially for budding entrepreneurs.

The current adjustments could be a double-edged sword for some can say that the pandemic has exacerbated the risks associated with entrepreneurship, making it even more difficult for start-ups to attract the right talent; others may argue that the current changes are changing people's perceptions of entrepreneurship for the better. What we see today is the potential for democratizing entrepreneurship and generating new entrepreneurial role models that people can more easily identify with. This could eventually lessen the barrier to entry for many people and encourage them to start their enterprises. Many businesses are experiencing a crisis, but people who innovate can open up many new opportunities to overcome the impact or even make their business stronger and more successful. The pandemic has pushed entrepreneurs to focus on growing their online platforms. Many things are made easier by using the internet such as easier access, increased productivity, and lowering costs. Therefore, the authors think that entrepreneurship, alongside with its innovation will play a big role for the recovery of the crisis caused by global pandemic. In this study, we provide ideas about

how entrepreneurial innovation can play a role in this global pandemic.

2. MATERIALS AND METHODS

This study investigates the issue of COVID-19 global pandemic effects on business models regarding business innovation and entrepreneurship. The authors collected secondary data from scientific journals, various books, and articles. Even though the COVID-19 pandemic has become the most significant crisis in the modern world and has negatively influenced numerous life spheres and business activities, it is possible to mention a few positive effects that might be used by different business organizations. Thus, this paper analyses the relevant literature and shows that many positive ones follow short-term negative effects. This paper also mentions a set of advice related to how to cope with dealing with such a pandemic and mentions a set of practical and theoretical implications for businesses in the near future.

3. RESULTS AND DISCUSSION

Entrepreneurship is closely related to individual activities in running a business by seeing and taking advantage of opportunities. Although entrepreneurship is better known as part of economic activity, entrepreneurship actually plays a role more than that. Entrepreneurial activities involve a thought process and application of innovation and risk considerations, these things which will eventually bring about change not only for the economy but also for society. Innovation in entrepreneurship is a new idea that implements creativity. Innovation is born as a solution to a problem to be solved by taking advantage of opportunities. These are some factors why innovation becomes very important in the field of entrepreneurship [1], namely:

- 1 Technological progress goes very fast, giving birth to new products and new methods. If there are competitors who have implemented new technology in their business, an entrepreneur will be encouraged to be able to compete and succeed by following technology according to their needs and circumstances.
- 2 Changing environmental and social conditions affect the need for a product, if the product is no longer needed in these changing conditions, it must be immediately

replaced with a new product. In this case, high creativity is required in order to give birth to innovation in creating new products.

- 3 Consumers have demands for the products they want to get. They will always demand to get the best in terms of quality, updates and price. Innovation is needed so that the products provided by consumers can always adapt to their needs because innovation is needed to retain consumers.
- 4 Innovation affects productivity, if with innovation the company can grow quickly and can expand market segments, then innovation can improve the company's position in a better position.

In Indonesia, entrepreneurship plays a role in the national economy, especially during the 1998 economic crisis and during its recovery. The recovery from the economic crisis lasted for approximately seven years, and during these times it was seen that what created the entrepreneurial economy was especially micro, small and medium enterprises (SMEs). In times of crisis and recovery, small-scale entrepreneurs have the ability to survive better than large-scale enterprises [2]. Entrepreneurship, in that case SMEs, can survive because the industry is spread across every economic sector, creates more job opportunities than large-scale businesses, increases gross domestic product (GDP), and contributes foreign exchange through stable exports [3]. Therefore, the authors think that entrepreneurship, alongside with its innovation will play a big role for the recovery of the crisis caused by global pandemic. In this study, we provide ideas about how entrepreneurial innovation can play a role in this global pandemic. Covid-19 poses special challenges faced in adapting to a new and uncertain environment. These challenges can drive the way entrepreneurs find solutions flexibly but also through the support of the entrepreneurial ecosystem environment. The crisis in the company as an entrepreneur needs to prepare for a scenario that will occur. The crisis phase that occurs in entrepreneurship can be identified into three phases. The third phase is pre-crisis, during crisis, and post-crisis. The review in this third phase can be done through the dimensions of culture, lifestyle, and also social [4].

According to The World Bank, the global economy's GDP has contracted by 5.2% in 2020 [5]. COVID-19 has clearly caused one of the greatest worldwide recessions in recent years,

leading to the closure of public and private establishments, a shift in consumer behaviour, and government-imposed lockdowns. These government restrictions have restricted face-to-face interactions, COVID-19 has caused a surge in entrepreneurial activity. The demands of the pandemic are pushing entrepreneurs to think outside the box and come up with innovative solutions. Since consumers are facing new problems, new business models, products, and services are needed. Innovative digital tools are making an impact for these entrepreneurs to repurpose and redirect these opportunities. Many of the Transport companies are now associate in all industries to provide deliveries, restaurants are offering frozen packages to extend their products to their customer and the biggest challenge is the educational institutions have doubled down online learning. In turn, the adoption of the latest technology has boosted the digital transformation across all sectors at a rapid rate. In this study, the authors provide resilience entrepreneurship concept based on these following ideas:

- 1 Connect into your customer base: "no matter what industry you're in, your clients are the heart of your business." Interacting with them can go a long way, given that they are adapting to changing problems as a result of the pandemic. Taking their pulse by sending out a survey, engaging them through social media, or letting them send suggestions through email will be useful in optimizing your services.
- 2 Outline your supply chain and identify all potential vulnerabilities: defined as the movement in consumer behaviour toward digital transactions, as entrepreneurs the actions need to undertake certain logistical changes are need to account for the transport restrictions caused by the virus to source and distribute materials properly. Map out your supply chain and figure out which areas may face specific issues. Gathering the necessary alternatives and knowing how to deal with the closure of distribution centers will help you address all vulnerabilities.
- 3 Care and create a shared value: apart from repurposing your services, you'll need to plan your workforce with care. Beyond your products and service offers, your customers would love to know how your company is bringing about positive change.

Letting them know that your company cares is an excellent way to keep your brand relevant.

- 4 Stay transparent with your customers, employees, and stakeholders: communicating proactively with your employees and stakeholders will ensure that your operations are smooth and seamless. At the same time, your customers will be glad to know the current state of your business, and being honest with them can significantly ease your situation.
- 5 Turn to digital solutions: the latest innovations in technology have allowed entrepreneurs to recover and thrive even with the pandemic. Using analytics tools, companies were able to implement data-field strategies to drive their business forward. Equipping your teams with the necessary digital tools will ensure business continuity.

With the data that presented in our study, a reasonable tough position is shaking for the SMEs in these global pandemics. However, as an entrepreneur, you must not only strive for the silver lining, but also innovate and adapt challenges. The main challenge of entrepreneurship during the COVID-19 pandemic and entering the new-normal era is facing many layoffs by companies. In Indonesia, there is entrepreneurship training for citizens so that people who have experienced layoffs can start new businesses. A study of entrepreneurial firms in Jordan showed that 9.3% of respondents attended training before doing business. They do not believe that insignificant practices help them to do business [6]. The next challenge is the lack of capital and knowledge to develop businesses, causing many small businesses to not develop well or fail. The existence of rules out of the house is also a challenge for business people.

The most significant opportunity for entrepreneurship is courage as a value to take a stand and act on an idea or innovation [7]. If challenges are overcome by innovation, it can open up new business opportunities. The challenge of being restricted from leaving the house can be overcome by using current technology, such as selling online. A creative mindset generates ideas or innovations to develop an entrepreneurial spirit to help the family's economic life, create jobs for others, and impact many people.

Entrepreneurship plays a role in economic growth through entrepreneurial actions in taking advantage of opportunities. They are able to see opportunities and process resources to produce something, establish new companies that provide products, both goods and services, that are not yet on the market. From an economic point of view, simply entrepreneurship will create new businesses that can create job opportunities for people. This is good for economic growth, besides that entrepreneurship also increases productivity. High productivity must be supported by efficient technology. Therefore, entrepreneurship also encourages technological development and progress. Many entrepreneurs are building new businesses with the aim of increasing productivity and creating jobs. In the future, entrepreneurship will keep developing even another crisis occurs refer to the following factors:

- 1 There is a high rate of change opening up opportunities for new companies. Big changes will always happen and they are driven by small, innovative businesses.
- 2 The characteristics of economic growth are currently concentrated on the growth of small businesses.
- 3 The development of the concept of a virtual company where a company can still carry out its functions and activities without a large investment value.
- 4 Although entrepreneurial activities still tend to be concentrated in metropolitan and surrounding areas, there is great potential that entrepreneurial activities can expand to other locations especially with advances in technology and communication.

4. CONCLUSION

Entrepreneurship is closely related to individual activities in running a business by seeing and taking advantage of opportunities. Entrepreneurial activities involve a thought process and application of innovation and risk considerations, these things which will eventually bring about change not only for the economy but also for society. Innovation in entrepreneurship is a new idea that implements creativity. Innovation is born as a solution to a problem to be solved by taking advantage of opportunities.

The demands of the pandemic are pushing entrepreneurs to think outside the box and come up with innovative solutions. Since consumers are digital tools are making an impact for these entrepreneurs to repurpose and redirect these

opportunities. facing new problems, new business models, products, and services are needed. Innovative

The most significant opportunity for entrepreneurship is courage as a value to take a stand and act on an idea or innovation. If challenges are overcome by innovation, it can open up new business opportunities. The most important thing is the attitude of entrepreneurs when facing challenges and business opportunities in the new normal era with innovative thinking will get high opportunities from the COVID-19 pandemic.

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