

# 21<sup>st</sup> Century Entrepreneurship Challenges and Opportunities

## Abstract

Today, India has become the fastest-growing marketing platform in the business market. In the 21st century, entrepreneurship has also undergone a thoughtful transformation and is characterized by different innovations, global visions along with social and environmental responsibility. Different technologies like AI, blockchain, biotech, and renewable energy, which are the central part of this period's entrepreneurial victory, challenge predictable business models. Globalization facilitates with international access, diverse talent, and collaboration, which are significant result to an entrepreneur. 21st-century businesspeople prioritize their societal and environmental impact. Agility and rapid adaptation are crucial to meet evolving market demands. Access to capital remains a challenge, but crowdfunding, angel investors, venture capital, and blockchain-based fundraising expand opportunities. Regulatory environments adapt to the disruptive potential of modern entrepreneurship. Beyond business, 21st-century entrepreneurs shape job markets, redefine work, and encourage adaptability and entrepreneurial thinking.

## Introduction

An entrepreneur is a founder of a business who wants to gain knowledge about the field of his business (Yoganandan and Vignesh, 2017). An entrepreneur must have a robust craving to create and implement new thoughts and learn some skills that develop an entrepreneurial mind set and help to prepare a future leader to solve the most complex problems (Andrew & Kathryn, 2015). The process of creating a new business, and often driven by new ideas for products or services is known as entrepreneurship (Gross, 2021). Entrepreneurship is a part of business life that helps build a successful business association (Diandra and Azmy, 2020). The main focus of entrepreneurship is promoting creativity, innovation, and self-employment, which differs from business or economic studies, or even corporate studies (European Commission, 2009). Entrepreneurship globally is admitted as a growing and progressive strength that contributes the business in its development and societal advancement (Scott, 1986). To create globalisation and various opportunities for future potential performers, it is considered a vital element (Mitra, 2002).

Entrepreneurs frequently make crucial decisions in extremely uncertain environments, where potential gains or losses, intense time constraints, and a substantial emotional commitment are existed (Yoganandan and Vignesh, 2017). In challenging environments, people tend to have unique problem-solving approaches. Over 73% of people and some small business owners and rural enterprises in rural India face some challenges but resourceful small businesses efficiently utilize limited resources (Bhaskar *et al.*, 2022). In the 21<sup>st</sup> century, an entrepreneur has many merits & demerits at the same time. At a point that pushed the desire of an entrepreneur to make a useful difference, the aspect of an entrepreneur of the 21st century became something to further develop that need to generate an income to finance for the basic families (Close, 2022). The consumer of the 21<sup>st</sup> century is attracted by value-added

services and products, so businesses should also be like that. Many small business owners have many personal sacrifices to start their businesses. But at the same time, many small business owners prepare themselves to take the possible risks that they face with becoming their boss (Zimmerman, 2015). Among all the technologies invented in the last century, mobile phones have one of the greatest adoption rates. Digitalization will improve communication between farmers and consumers (Padhy et. al., 2022). Seeing businesses develop and close in rapid succession creates the idea that most businesses reach a threshold beyond which they either grow, shrink, or shut down. At this point in the business venture, there is a decisive aspect that finally compels entrepreneurs to select one of these three possibilities (Pattanayak et. al, 2020).

### **Some skills of a 21<sup>st</sup>-century entrepreneur**

Some of the most successful entrepreneurs show some prominent skills, such as:

#### **Understanding the numbers**

An entrepreneur should have knowledge with numbers, statistics and how to forecast company's future, which will help them plan, organize, and direct their businesses. As well, an entrepreneur must be financially sound and able to take financial losses and protect the company's assets (Constable, 2020).

#### **Leadership skills and foresight**

Entrepreneurs face many difficulties or opportunities in their business journey, so they have to develop some new skills for the growth of their enterprise. They should develop their leadership skills because leadership is crucial to a company's success (Constable, 2020). He should have good foresight to visualise the changes and take timely action (Pais *et al.*, 2017).

#### **Problem-solving skill**

Problem-solving and finding inventive solutions is another imperative skill of entrepreneurs that helps them analyze and evaluate problems in a better way to increase their discovering solutions skills; so that they are capable of creating fresh ideas and ways to overcome any problem in their enterprise (Constable, 2020).

#### **Technical knowledge**

An entrepreneur should have a rational level of technical knowledge related to their offerings (Pais *et al.*, 2017).

#### **Being Organized**

Entrepreneurs should be the most organized individuals in any organization, and they should always have an elegant and well-executed organizational structure for their enterprise (Constable, 2020). He should have been capable of bringing all the resources required for starting up an enterprise together (Pais *et al.*, 2017).

#### **Communication Skill**

An entrepreneur needs effective interpersonal and verbal communication with colleagues and subordinates to express thoughts without hesitation and make logical and rational decisions for businesses (Constable, 2020).

### **Risk taking ability**

An excellent entrepreneur has a sense of risk-taking and flexibility and the ability to adapt to changing circumstances in the enterprise. An entrepreneur must be able to manage their time effectively, which allows them to work on a proper business idea at the right time (Constable, 2020).

### **Valuing Teamwork**

Work as a part of a team, allows entrepreneurs to provide the needs of their customers and gain more insights into the products and services of other companies; therefore, they work effectively with their colleagues and supervisors (Constable, 2020).

### **Creating Indian entrepreneurs (Mrinalinee, 2015)**

According to McKinsey & Company-NASSCOM report, in next 10 years there will be 110-130 million job seekers arise in India. In the future both government and traditional industry may face difficulties with high job demand and creating new jobs and opportunities for entrepreneurs. So, to develop successful entrepreneurs, these following areas must be focused on:

#### **Create the right environment**

An enterprise starts with some difficulties like lack of fund and limited resources, but a CEO handle a multiple roles like salesman and strategist, so that within two to three months a team will form to lead the company. Silicon Valley is a backed start up with early VC or angel, emphasizing early investment, professional management with team formation and early exploration of partnership scale, but the challenge lies in cultivating areas for excellence in growing business.

#### **Ensure that Entrepreneur have access to right skill**

A survey revealed that Indian businesses face lack of entrepreneurial skills like managing risks, teamwork etc. and functional skills gap like product development, marketing skills etc. but these gaps can be filled by the university curriculum which modifies today's emerging markets, and builds an excellent path for entrepreneurs.

#### **Ensure that Entrepreneur have access to 'Smart Capital'**

Several venture funds entered the Indian Market and grew to an estimated <US\$0.5 billion in 2003, bringing funds and global connections. Before VCs, only a few investors supported the idea in the early stages in India. Initiatives like TIE India Forum looking for early-stage support, but the challenges of establishing a global network to support young businesses.

#### **Enable networking and exchange**

Entrepreneurs acquire knowledge from both personal experiences and global trends. With careful strategizing and a focused approach, India possesses the potential to cultivate a generation of entrepreneurs destined to be leaders both in the region and globally.

## **Challenges faced by Indian entrepreneurs before starting up (Jain, 2015)**

For becoming a successful entrepreneur, a set of challenges will come along the way. Recently Indian entrepreneur was interviewed about their several hurdles and challenges, along with some common problems that small business owners will face in their entrepreneurial journeys. Here are some of the key challenges.

### **Courage to start your own business**

Starting your enterprise requires sufficient courage, determination and confidence which is not easy. To start your own business, you need to convince yourself that you are the right person to create a needed product in the market.

### **Raising Capital**

For an entrepreneur money is another big challenge. An entrepreneur should decide to when, how and from whom to increase the required money to start an enterprise. During these periods, people are playing an essential role in developing the framework of their start-up for a longer period.

### **Hiring right talent**

To start your own business, you need to build the team of your dreams. If you successfully find the right co-founder or the founding start-up team who have faith in your idea like, can be challenging work to make your venture work.

### **2.1. Effective marketing on limited budget**

A start-up with limited resources makes it very difficult to achieve the conspicuousness among the targeted consumers. By using effective marketing techniques, you can reach your possible customers.

### **Financial Security**

To become a successful start-up a person should have personal financial security for family and company for a year. If you have sufficient personal savings, then an entrepreneur easily give attention on the start-up as well as manage the risks effectively.

### **Dealing with stress**

In entrepreneurship, success often comes with its share of challenges and stress. Entrepreneurs must be strong and self-possessed, as they have to encounter various stressors, both in their business and personal lives. So, you have to be prepared to manage and handle with the daily stresses of a successful venture.

### **Facing Failure**

To be successful, you have to taste the failure first. With the launch of new products and scaling new markets first, it will fail. If you're trying a lot of new things, everything will not work, and you will not succeed at each of those ideas. You have to face the failure and then taste the success.

## **Challenges faced by Indian entrepreneurs after starting up**

## **Developing Business and Vision**

Entrepreneurs face challenges in starting from scratch. Identifying business opportunities, converting ideas, and navigating skepticism pose hurdles. Transforming ideas into successful businesses is challenging and time-consuming (Vignesh and Yoganandan, 2020).

## **Financial investment to start the business**

The challenges of the entrepreneur happen when developing an idea, especially securing the financial investment. When asking for money from an established business with a lower risk profile, entrepreneurs have to convince the investors to commit capital to their enterprise, which is a continuous financial investment at every stage of business development. It is required to invest more capital to establish themselves and compete in business market (Vignesh and Yoganandan, 2020).

## **Arranging the business team**

Building a business team is an important issue before raising capital for a business. Lack of teamwork causes the losses although after showing great intelligence, ideas and products. A business team is important to raising an undertaking involving uncertainty as to the capital successfully (Vignesh and Yoganandan, 2020).

## **Finding the right business location**

It is important to find a right place for a good business where a rapidly growing population, good road networking, and other amenities are available for a good performance (Vignesh and Yoganandan, 2020).

## **Finding good employees**

In the organization business owners know that finding a trustworthy employee who is ruled by strong emotions about delivering his service area is very difficult. Most employees are lazy and want more pay (Vignesh and Yoganandan, 2020).

## **General challenges**

In the early stages of the business, small-businesses face many challenges, like socio-cultural issues like family support and caste related problems. The restricted scale makes environmental change less tough, which leads to staff turnover. Both at the managerial and technical levels, deficient literacy exists (Bhaskar *et al.*, 2022).

## **Raw material challenges**

In international markets due to high tariffs on imported raw materials, small and medium sized initiatives face challenges. Due to a lack of social capital resources such as networks, inter-firm relationships, managerial connections, and informal ties, they face many problems as compared to larger competitors on the global stage (Bhaskar *et al.*, 2022).

## **Revenue Generation**

Revenue generation is a necessity for the survival of startups. As the business grows, the functional costs of the incipency will grow (Angadi and Patil, 2021). Poor profit generation is the main reason for the disgrace of many startups (D'Souza, 2021). If the start-up does not

produce satisfactory profits, its focus will move to funding rather than the fundamentals of the business (Babu & Sridevi, 2018).

### **Opportunities for 21<sup>st</sup> century entrepreneurs**

India counts as one of the fastest-growing economic country in the world, where entrepreneurship rapidly increases day by day. Due to rise of the internet and the government's push for a digital economy, several startups and entrepreneurial ventures have been created in the country. We can take a closer look at the opportunities available for entrepreneurship in India for the future of entrepreneurship in the country (Anand, 2023);

### **Large and growing consumer market**

Due to large population in the country, India has become the largest consumer market in the world, which offers a huge opportunity for entrepreneurs who can meet the needs and preferences of Indian consumers (Anand, 2023).

### **Increasing adoption of digital technologies**

With the increasing use of the internet and mobile devices, most Indians are choosing digital platforms for shopping, banking, and other activities that created opportunities for start-ups in sectors such as e-commerce, fintech, and digital media (Anand, 2023).

### **Availability of low-cost labor**

India has skilled and unskilled workers who want to work for low earnings, which makes the opportunity of the entrepreneur to maintain their startup to keep the cost low and remain competitive in the world market (Anand, 2023).

### **Tourism**

In India tourism is a prosperous industry, where every year the no. of tourists increase at the national and international level, therefore this can be one hot sector where entrepreneurs must focus. As India is rich in both culture and heritage, it offers foreign tourists the opportunity to visit beaches, hill stations, heritage sites, wildlife and rural life. (Pais *et al.*, 2017).

### **Automobile**

India is now a hot spot for automobiles and auto-components. A cost-effective hub for auto component sourcing for global auto makers, the automotive sector is a potential sector for entrepreneurs (Pais *et al.*, 2017).

### **Textiles**

In India, each state has its own exclusive and unique style and designs, so it can grow as a preferred site for manufacturing textiles that attract people into huge demand for attires (Pais *et al.*, 2017).

### **Education and Training**

There is a good demand for education and online tutorial services. With good facilities at competitive rates, India can attract more students from abroad. Unique teaching methods, educational portals, and tools can be used effectively to make the sector useful and interesting (Pais *et al.*, 2017).

## Digital marketing

There is a growing demand for digital marketers as businesses shift online. Entrepreneurs in marketing can thrive, assisting online presence, sales, focusing on SEO, social media, content, email, and advertising. Success is achieved through trend awareness and quality services (Digari, 2023).

## Software development

Entrepreneurs with tech expertise can find a fulfilling career in software development. High demand exists for skilled developers in web, mobile apps, AI, and blockchain. Staying updated on trends and delivering quality services can lead to successful companies that assist businesses in enhancing efficiency and fostering growth through innovative software solutions (Digari, 2023).

## Conclusion

21st-century entrepreneurs shape the landscape with technological innovation, global reach, social and environmental responsibility, diversity, and adaptability. Now these problems and challenges cause an adverse effect likely at work as well. In the USA, in the post-2000 period, there was a decrease in young tech firms and rise in mega firms, affecting the high-tech sector. In contrast to the '90s trend of younger, smaller firms, innovation and entrepreneurship are vital for productivity (Hatiwanger, 2021). The entrepreneurial journey carries both challenges and opportunities in the changing modern world. So, globally, the development of platforms and networks for entrepreneurial culture is a serious issue (Kalim, 2019). Entrepreneurship is closely linked with concepts of initiative and action, but they should differ from business or economic studies and focus on practical training and experience (Valenciano *et al.*, 2019).

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