

IJEAST

INTERNATIONAL JOURNAL
OF ENGINEERING APPLIED SCIENCE
AND TECHNOLOGY

VOLUME : 7 ISSUE : 12 Print / Issue Publication Date: 06-Jun-2023

ISSN : 2455-2143

DOI : 10.33564/IJEAST.2023.v07i12.018

Indexed In

Google SCHOLAR OPEN ACCESS doi Crossref

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International Journal of Engineering Applied Sciences and Technology, 2022
Vol. 7, Issue 12, ISSN No. 2455-2143, Pages 108-110
Published Online April 2023 in IJEAST (http://www.ijeast.com)

THE STUDY OF EMERGING TRENDS IN MODERN ENTREPRENEURSHIP.

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Abstract: **Entrepreneurship has become an increasingly important topic in recent years, as more people launch their own firms and look for ways to add value and spur innovation, entrepreneurship has grown in importance in recent years. The success of entrepreneurs and their endeavours is influenced by a variety of factors, including the unique traits of the entrepreneurs themselves, the networks and resources at their disposal, and the larger economic and cultural environments in which they operate. In this paper, we will examine the major theories and results of entrepreneurship research and suggest areas for further research. We will also talk about how entrepreneurship research can affect practice and policy, as well as ambitious business owners looking to start and expand profitable companies.**

Keywords: **Entrepreneurship, Emerging trends, Agro-entrepreneurship, Infopreneurship, E-entrepreneurship, Green entrepreneurship, Niche entrepreneurship**

I. INTRODUCTION:

Modern entrepreneurship is being shaped by a number of new developments that have an effect on how companies are founded, run, and managed. These trends include, among others:

Agro-entrepreneurship:
Agro-entrepreneurship entails starting and running companies with an emphasis on agriculture and associated industries. This kind of entrepreneurship is essential to the growth of the agricultural industry and helps rural communities experience economic expansion and employment creation. Agricultural product production, processing, and marketing are the usual commercial ventures of Agro-entrepreneurs.
Agro-entrepreneurship has many advantages, one of which is that it can address challenges of food security by enhancing agricultural output and market accessibility. By employing eco-friendly farming methods, minimizing waste, and fostering biodiversity, Agro-businesses can also contribute to the advancement of sustainable agriculture.

The following are some of the important Agro-entrepreneurship sectors:
1. Agro-processing: This entails turning agricultural materials into finished commodities in order to increase their worth. Manufacturing of textiles, biofuel generation, and food processing are a few examples of Agro-processing firms.
2. Farming: This entails the raising of animals, seafood, and other agricultural items. Agribusiness owners can boost productivity and efficiency by utilizing cutting-edge farming methods including aquaculture, hydroponics, and precision agriculture.
3. Supply of agricultural inputs: This includes the manufacture and provision of agricultural inputs like seeds, fertilizers, and pesticides. Agribusiness owners in this region can concentrate on creating and selling environmentally friendly inputs that are more sustainable than conventional inputs.
4. Agricultural finance: Agricultural finance entails giving farmers access to financial services like loans, insurance, and savings.
5. Agricultural technology: This involves the development and use of technology to improve agricultural productivity, efficiency, and sustainability. Examples of agrotechnology include precision agriculture, irrigation systems, and drones.

Infopreneurship:
The entrepreneurial activity of developing, producing, and distributing information products and services is referred to as Infopreneurship. Infopreneurs use their knowledge, skills, and expertise to create goods and services that are valuable to their target market. With the development of the internet and online channels, this kind of entrepreneurship has grown in popularity.
E-books, online courses, webinars, podcasts, and coaching services are among the goods and services that infopreneurs frequently produce and market. Through sponsorship, affiliate marketing, and advertising, they can also make money off of their knowledge and experience.
The fact that Infopreneurship has lower startup costs than traditional firms is one of its main advantages. Infopreneurs don't require physical stores because they can manufacture and distribute their goods and services online.

Among the crucial domains of information entrepreneurship are:
1. Online education: Infopreneurs can produce and market online courses on a variety of subjects, including marketing, business, and personal growth. Online marketplaces like Teachable, Coursera, and Udemy are places where these courses can be purchased.

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Published Online April 2023 in IJEAST (http://www.ijeast.com)

2. Digital goods: Infopreneurs can produce and market digital goods including software, templates, and e-books. These goods may be offered on their own websites or through internet stores like Amazon and Etsy.
3. Coaching and consulting: Infopreneurs can help clients in a range of industries, including business, health, and personal development, by providing coaching and consulting services. These services can be provided in person or online.
4. material production: Infopreneurs can produce and market material like blog articles, podcasts, etc.

E-entrepreneurship:
E-entrepreneurship, commonly referred to as online entrepreneurship or digital entrepreneurship, entails the development and administration of companies that run mostly or totally online. Since the advent of the internet and other digital technologies, this kind of entrepreneurship has grown in popularity.
E-business owners generally launch ventures that provide software, apps, e-commerce websites, online training, and digital marketing services, among other digital goods and services. They might also use Internet platforms to provide conventional goods or services.
The following are some of the important e-entrepreneurship sectors:
1. E-commerce: Online stores or marketplaces that offer goods or services to clients all over the world can be established by e-entrepreneurs.
2. Digital marketing: Online entrepreneurs can provide digital marketing services to companies wishing to increase their online presence, such as search engine optimization, social media marketing, and email marketing.
3. Software development: Online business owners can create and market software goods like desktop programs, online applications, and mobile apps.
4. Online education: E-business owners can produce and advertise online tutorials and courses on a range of subjects, including marketing, business, and personal growth.

Green entrepreneurship:
Green entrepreneurship, sometimes referred to as eco-entrepreneurship or sustainable entrepreneurship, is the development and administration of companies that are socially and environmentally conscious. Green business owners want to advance their industries while improving the environment.
Green entrepreneurs often launch companies that provide goods or services that advance environmental sustainability, such as sustainable agriculture, eco-tourism, green building, and renewable energy. Additionally, they might include eco-friendly procedures in how they do business, such as employing renewable energy, cutting waste, and lowering their carbon footprint.
One or more of the major facets of green entrepreneurship is:
1. Renewable energy: Green entrepreneurs can launch companies that provide solar, wind, and geothermal energy as examples of renewable energy sources.
2. Eco-friendly building practices and sustainable building materials can be sold through enterprises that eco-friendly entrepreneurs can launch.
3. Sustainable agriculture: Environmentally conscious business owners can launch ventures that support sustainable agricultural methods including organic farming, agroforestry, and permaculture.
4. Eco-tourism: Environmentally conscious business owners can launch ventures that provide eco-friendly travel experiences like eco-friendly excursions, eco-friendly lodging, and low-impact transportation.

Niche entrepreneurship:
The term "niche entrepreneurship" describes the development and management of companies that cater to a particular and constrained market area. Focusing on a particular market segment or need, niche business owners create goods or services that fill that niche.
As companies look to set themselves apart from rivals and meet specific customer needs, niche entrepreneurship has grown in popularity in recent years.
The following are some important niches for entrepreneurship:
1. Luxury products: Entrepreneurs in niche markets can launch companies that sell luxury products including high-end clothing, jewellery, and accessories.
2. Health and wellbeing: Specialised entrepreneurs can launch companies that provide goods or services in the fields of health and wellness, including organic food, supplements, and exercise courses.

3. Sustainable products: Entrepreneurs in specialized markets can launch companies that sell sustainable goods including biodegradable goods, reusable containers, and eco-friendly clothing.
4. Pet products: Specialty entrepreneurs can launch companies that provide goods or services for animals, like organic pet food, pet grooming, and pet-friendly lodging.

II. CONCLUSION:

Agro-entrepreneurship, Infopreneurship, e-entrepreneurship, green entrepreneurship, and niche entrepreneurship are just a few of the industries and niches that now fall under the umbrella of entrepreneurship. While Infopreneurship involves developing and marketing information products and services, Agro-entrepreneurship concentrates on agriculture and related businesses. While green entrepreneurship aims to protect the environment through environmentally friendly and socially responsible practices, e-entrepreneurship includes companies that run mostly or

totally online. Specific markets and demographics are catered to by niche entrepreneurship. Entrepreneurs can select the form of entrepreneurship that best suits their abilities, interests, and ambitions because each one has its own distinct advantages and rewards. The entrepreneurial landscape is always changing, offering fresh chances for imaginative and creative people to launch and run prosperous firms.

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