

The Role of Information Technology in Driving Innovation and Entrepreneurial Business Growth

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ABSTRACT

In the era of globalisation and rapid advances in information technology, the role of IT in driving innovation and growth of entrepreneurial businesses has become increasingly important. In this research, an in-depth analysis of the role of information technology in driving innovation and growth of entrepreneurial businesses will be conducted. This research will involve collecting secondary data from various sources. The focus of this study is primarily qualitative. Methods for gathering data include paying close attention to detail while seeing and recording data, and then using analytical techniques like data reduction, visualization, and inference to draw conclusions. The results of this study conclude that IT has a very important role in driving innovation and growth of entrepreneurial businesses. In today's digital era, entrepreneurs need to utilise IT effectively to accelerate product development, improve operational efficiency, expand market reach, drive business innovation, and enhance customer experience.

Keyword: IT, Innovation, Entrepreneurial Business

INTRODUCTION

The significance of information technology (IT) in propelling innovation and fostering growth of entrepreneurial enterprises has gained greater prominence in the contemporary era of globalisation and swift advancements in technology (Kraugusteeliana et al., 2022) and (Harahap, Sutrisno, Fauzi, Jusman, et al., 2023). Entrepreneurship is a concept that pertains to the capacity of an individual to recognize potential business prospects (Rembulan et al., 2023), generate innovative concepts, and effectively allocate resources in order to attain financial gains (Prastyaningtyas et al., 2023). The advent of information technology has brought about notable transformations in entrepreneurship, encompassing alterations in business operations, product and service provisions, and interactions with customers and commercial associates (Muhamad et al., 2023).

The advent of information technology has significantly influenced diverse facets of entrepreneurial enterprise (Touriano et al., 2023). The advent of the internet and digital communication has significantly transformed the modes of human interaction, communication, and commerce (Sudirjo, Ausat, et al., 2023). The proliferation of networking technology and infrastructure has facilitated convenient access to information, potential clientele, and worldwide markets (Ferine et al., 2023). Furthermore, the advancement of web-based software and applications has expedited commercial procedures, mechanized mundane duties, and enhanced operational efficacy.

Information technology is a significant contributor to the advancement and expeditiousness of the innovation process within the realm of innovation. The implementation of Information Technology (IT) enables entrepreneurs to leverage digital platforms for the purpose of obtaining feedback and ideas from customers and business partners, fostering collaborative communities and

networks, and accessing extensive information resources (Ausat, 2023). The utilization of information technology facilitates improved data collection and analysis, thereby offering significant insights into comprehending the market, identifying consumer trends, and understanding customer requirements (Harahap, Kraugusteeliana, Pramono, Jian, et al., 2023). This facilitates the ability of entrepreneurs to recognize novel prospects, create inventive goods and services, and enhance customer contentment.

Furthermore, the utilization of information technology also enables the expansion of entrepreneurial enterprises. Information technology enables entrepreneurial enterprises to broaden their market reach by leveraging e-commerce and digital marketing platforms (Ausat & Suherlan, 2022). By utilizing social media, search engines, and data analytics, businesses can enhance their marketing strategies to better comprehend consumer behavior and optimize their marketing endeavors (Tarigan et al., 2023). Furthermore, Information Technology (IT) facilitates operational efficiency and improved business management by leveraging information management systems, digital financial solutions, and collaboration tools that enable work teams to function effectively and cohesively.

In a worldwide perspective, the utilization of information technology empowers entrepreneurial enterprises to broaden their global presence through the implementation of e-commerce and digital business strategies (Ausat & Peirisal, 2021). This development presents novel prospects for entrepreneurial ventures to establish global alliances, gain entry into international markets, and expand their customer base across the globe. The utilization of information technology enables entrepreneurial enterprises to function in a virtual capacity, unencumbered by geographical limitations, thereby augmenting the possibility of worldwide expansion and growth (Kamar et al., 2022).

Furthermore, the field of information technology holds significant significance in fostering a setting that is favorable for the emergence of innovative ideas and collaborative efforts among business owners (Ausat & Suherlan, 2021). Online platforms facilitate the formation of entrepreneurial communities, enabling entrepreneurs to exchange knowledge, experiences, and resources (Gadzali, 2023). The utilization of information technology can facilitate cross-sector collaboration and academic partnerships, thereby promoting knowledge-sharing and collaborative research endeavors that may yield substantial breakthroughs.

Despite the immense potential of information technology to foster innovation and facilitate entrepreneurial business expansion, it is not without its challenges. The digital divide is a phenomenon characterized by uneven access to information technology and digital competence across various regions and segments of society (Ausat, Al Bana, et al., 2023). Moreover, the safeguarding of data security and privacy represents a crucial consideration in the utilization of information technology, particularly with respect to the acquisition, retention, and exploitation of customer data (Subagja, 2023) and (S Suherlan, 2023).

This study aims to conduct a comprehensive examination of the contribution of information technology towards fostering innovation and promoting growth in entrepreneurial enterprises. The proposed study aims to gather secondary data from diverse sources, such as case studies of thriving entrepreneurial enterprises, academic literature, industry reports, and pertinent statistical data. The proposed analytical techniques encompass both qualitative and quantitative analyses, which aim to discern patterns, determinants, and ramifications of information technology within the sphere of entrepreneurial enterprises.

The anticipated outcome of this study is to offer enhanced comprehension regarding the efficient utilization of information technology in expediting innovation and expansion of entrepreneurial enterprises. The outcomes of this study are anticipated to provide a foundation for entrepreneurs, business actors, and policymakers to formulate tactics that effectively leverage the capabilities of information technology to fortify the entrepreneurial domain and foster enduring economic advancement.

LITERATURE REVIEW

Information Technology

The term Information Technology (IT) pertains to the utilization of electronic systems, including computers, software, hardware, and networks, to effectively gather, retain, manipulate, transmit, and scrutinize data. Within a wider framework, Information Technology encompasses the tactics, techniques, and protocols employed in the administration of data. The advent of Information Technology has revolutionized the manner in which individuals obtain, utilize, and engage with information (Ausat, 2022). The aforementioned serves as the basis for information systems utilized in diverse domains, including but not limited to commerce, academia, medicine, media, governance, and other sectors. The field of Information Technology facilitates the efficient storage and management of data, expeditious communication of information, and enhanced processing of information to foster improved comprehension (Harahap, Ausat, Rachman, et al., 2023). Several instances of information technology are available, such as:

1. Computers: A hardware device used to process data and run software.
2. Software: A programme or application designed to perform a specific task, such as word processing, database management, graphic design, etc.
3. Network: Refers to the infrastructure that connects computers and other electronic devices, enabling the sharing of information and resources between users.
4. Internet: Is a global network that connects millions of computers around the world, enabling fast and widespread access to information, communications, and online services.
5. Database Management System: Used to manage and store data in an organised and efficient system.
6. Geographic Information System (GIS): Integrates geographic data with information technology to analyse and visualise information spatially.
7. Cloud Computing: An IT service delivery model that enables access to computing resources over a network, such as data storage and processing at scale.
8. Information Security: Includes practices and technologies to protect sensitive data and information from unauthorised access, damage or theft.

The application of Information Technology in various fields has changed the way we work, interact, and communicate with information. It has helped improve efficiency, productivity, and innovation in various sectors

Innovation

Innovation pertains to the systematic process of generating and executing novel concepts that yield supplementary value in the form of products, services, processes, or business models that surpass or deviate from pre-existing ones (Ausat, Siti Astuti, et al., 2022). Innovation pertains to the process of effecting novel and inventive modifications and alterations in our cognitive processes, problem-solving approaches, and ability to leverage emerging prospects (Garud et al., 2013). The concept of innovation comprises three primary components:

1. Creative Ideas: Innovation starts with new ideas that can come from a variety of sources, such as observation, research, experience, collaboration, or even previous failures. These ideas may be new concepts, different approaches, or unique combinations of existing ideas.
 2. Implementation: Innovative ideas need to be translated into concrete actions. The implementation process involves planning, developing, and testing the concept. It involves hard work, resource management, and organising various elements to make the idea a reality.
 3. Added Value: Innovation aims to create added value for individuals, organisations, or society as a whole. This added value can be in the form of increased efficiency, improved quality, reduced costs, better problem solving, or improved user experience. Successful innovation can often lead to competitive advantage and open up new opportunities.
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Diverse categories of innovation exist, encompassing product innovation, process innovation, business model innovation, organisational innovation, and marketing innovation. Innovation can manifest in two forms: incremental and radical. Incremental innovation refers to gradual enhancements made to existing products or processes, while radical innovation involves disruptive and paradigm-shifting breakthroughs. The significance of innovation lies in its pivotal contribution towards the advancement and growth of both the economy and society. Through the implementation of innovative practices, organizations can enhance their competitive edge, generate novel prospects, address intricate challenges, and enhance the standard of living. Furthermore, innovation plays a significant role in fostering economic growth, generating employment opportunities, and enhancing resilience in response to dynamic circumstances (Arcese et al., 2021).

Business Entrepreneurship

Business entrepreneurship, also referred to as self-employment or entrepreneurship (Satriadi et al., 2022), encompasses the processes involved in conceiving, establishing, and overseeing a novel enterprise with the objective of generating financial gain (Gadzali et al., 2023). Entrepreneurship is characterized by the identification of business opportunities by individuals or groups, followed by the acquisition of essential resources, the assumption of risks, and the management of business operations through innovative and creative means (Diawati et al., 2023). The following are crucial components in a business venture with an entrepreneurial focus:

1. **Opportunity Identification:** Entrepreneurship begins with the ability to identify promising business opportunities. This involves analysing the market, understanding customer needs, and observing trends and changes in the business environment.
2. **Innovation and Creativity:** Entrepreneurs seek to create added value through innovation and creativity. They develop new ideas, different approaches, or unique solutions to solve problems or fulfil unmet needs.
3. **Risk Taking:** Entrepreneurship involves taking controlled risks. Entrepreneurs are prepared to face business uncertainties and risks, such as financial risk, market risk, or operational risk. They dare to take risky steps to achieve their business goals.
4. **Resource Management:** Entrepreneurs gather, manage and allocate the resources required to run their business. This includes relevant aspects of finance, labour, time, technology and network connections.
5. **Leader and Decision Maker:** An entrepreneur must be an effective leader and capable of making good decisions. They are responsible for directing the team, inspiring others, managing conflict, and making strategic decisions to grow the business.
6. **Scalability:** Entrepreneurship also involves the vision to grow the business in a scalable way. This means that the business is designed to be able to grow and expand significantly over time, taking on challenges and opportunities as they arise.
7. **Market Orientation:** Successful entrepreneurship involves a deep understanding of markets and customers. Entrepreneurs focus on customer needs and wants, and strive to provide added value that differentiates their business from competitors.

Entrepreneurial businesses play an important role in the economy, as they create jobs, drive innovation and contribute to economic growth (Raharjo et al., 2023). Entrepreneurship is also often associated with a spirit of risk-taking, strong vision, perseverance and the ability to adapt to changes in the business environment (Azzaakiyyah, 2023).

RESEARCH METHOD

There was no primary data gathering through in-depth fieldwork as part of this study; rather, researchers relied on secondary sources and analyzed them in the lab. The researchers consulted a number of sources in order to efficiently carry out their investigation. Digital media and scholarly databases were scoured for relevant sources using keyword searches related to the subjects presented here. Topics covered were the impact of IT on new business creation and entrepreneurship. The writers' search strategies appear to be flexible, allowing them to draw from

a wider range of print and digital resources in order to get the information they need. The authors benefited from the resulting time savings. Our argument is backed up by scholarly articles and databases like ResearchGate, Elsevier, and Emerald Insight. Information technology's impact on the creative process and the expansion of startups is the primary topic of this study. The author uses keyword emphasis to help set boundaries for the discussion and ensure coherence in the arguments made. To accomplish this, we employ qualifying terms. Journal articles, essays, and other scholarly works produced after 2015 are the primary focus of this investigation. During the search process, we employed targeted keywords to scour a variety of online databases. It is worth noting that this study only includes articles, journals, and publications that were judged to be extremely important to the topic of the impact of IT on creative problem solving and corporate expansion. Papers, journals, and magazines that weren't directly linked to the topic weren't included. In total, the 48 cited works in this article provide extensive coverage on.

This investigation is categorized as qualitative study. Methods such as attentive listening and careful noting of all pertinent information were used during the data gathering procedure. The aforementioned methods were utilized throughout the data analysis process, which included data reduction, data presentation, and conclusion drafting, to ensure a thorough analysis. The primary objective of this study was to improve our familiarity with the literature reviewed for this project. In the process generally referred to as "data reduction," the collected information was systematically organized, categorized, and improved to facilitate the drawing of meaningful conclusions and the production of notable outcomes. Because of the complexity and variety of the data, analysis had to be performed even during the reduction stage. During this stage, we focused on narrowing down the data to the pieces that would be most useful in achieving our end goal. A total of 54 unique sources were compiled at the outset. The initial process resulted in a change of 48 for the numerical variable. In addition, there will be graphs and charts to help illustrate the data. This is the next step in the data reduction process, in which the dataset is systematically organized in a structured way to improve comprehension and simplify inference. In this context, data is typically represented through the use of field notes, which are a sort of written conversation. This methodology for data display has the ability to improve the classification and organization of data in relational settings. Inferences are drawn from the collected data in the final stage of the process, which concludes the investigation. As a result of this action, the approach for analyzing qualitative data is complete. After the data had been reduced and presented, a comprehensive check was made to ensure that everything was in line with the study's goals. The goal of this stage is to derive meaning from the collected data by seeing patterns, similarities, and differences that can be used to create solutions to problems that have already been identified. Results derived from these sources are regarded as highly reliable. This project's goal is to amass accurate and trustworthy data in order to improve comprehension.

RESULTS AND DISCUSSION

In the contemporary digital era, the significance of information technology (IT) in propelling innovation and fostering the expansion of entrepreneurial enterprises is a crucial aspect that cannot be overlooked. Information Technology (IT) possesses immense potential to revolutionize the manner in which businesses are managed, enhance operational efficacy, augment market reach, and generate novel prospects (Ruggieri et al., 2018). This paper presents a comprehensive examination of the impact of information technology (IT) on fostering entrepreneurial business innovation and facilitating growth.

A. Accelerate Product and Service Development: Information technology facilitates the process for entrepreneurs to expedite and streamline the development and experimentation of product prototypes (Dwivedi et al., 2022). During the design phase, Information Technology (IT) offers software and tools that facilitate the simulation, 3D modeling, and visualization of products prior to their physical production. Moreover, Information Technology (IT) plays a crucial role in enabling communication and collaboration among product development teams that are located in different geographical locations. This facilitates a quicker exchange of ideas and

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- enhances the efficiency of the development process.
- B. **Improving Operational Efficiency:** The utilization of information technology has the potential to enhance operational efficiency across multiple facets of business (Melville et al., 2004). The implementation of supply chain management software has the potential to enhance the efficiency of various operations such as raw material acquisition, inventory control, and customer product distribution. Customer relationship management (CRM) systems facilitate entrepreneurs in managing customer data, analyzing customer behavior, and offering customized services to meet their specific requirements (Chen & Popovich, 2003). Entrepreneurs can achieve cost reduction, productivity enhancement, and resource optimization by proficiently utilizing information technology.
 - C. **Increasing Market Accessibility:** The field of Information Technology (IT) has effectively eliminated the limitations imposed by geographical boundaries in the realm of commerce. Entrepreneurs can readily access a global customer base through the utilisation of the internet and e-commerce platforms (Subagja et al., 2023). Information Technology (IT) facilitates adaptable digital business models, including but not limited to e-commerce, digital advertising, and subscription-oriented services (Dwivedi et al., 2021). Furthermore, the utilisation of social media and other digital marketing strategies enables business owners to establish their brand, engage with clientele, and broaden their market penetration while incurring minimal expenses.
 - D. **Driving Business Innovation:** The utilisation of information technology frequently serves as a significant catalyst for business innovation. The utilisation of artificial intelligence and data analytics technologies facilitates entrepreneurs in acquiring significant insights from their business data (Ausat, Azzaakiyyah, et al., 2023). This tool has the potential to facilitate the identification of market trends, enhance comprehension of customer preferences, and optimise business operations.
 - E. **Facilitating Digital Transformation:** Information Technology (IT) occupies a pivotal position in the process of digital transformation, which pertains to the integration of digital technologies in all facets of an enterprise. Digital transformation pertains to the utilisation of information technology (IT) to revolutionise business models, operational processes, and customer experiences (Berman, 2012). Entrepreneurship can leverage cutting-edge technologies such as big data, cloud computing, artificial intelligence, and business intelligence to foster novel business models, enhance operational efficacy, and deliver augmented value propositions to customers (Ausat, Suherlan, et al., 2023).
 - F. **Fostering Collaboration and Team Building:** Information Technology (IT) facilitates enhanced collaboration among team members in the context of entrepreneurship (Harini et al., 2023). Through the utilisation of digital communication and collaboration platforms, teams that are geographically dispersed can effectively collaborate on various tasks such as idea generation, strategic planning, and project implementation (Ausat, Massang, et al., 2023). Moreover, Information Technology (IT) enables entrepreneurs to gain entry to knowledge resources and web-based training, thereby enabling them to acquire the essential skills and knowledge for fostering business innovation and expansion.
 - G. **Improving Customer Experience:** Information technology (IT) facilitates entrepreneurs in delivering an enhanced and individualised customer experience. By leveraging customer data and employing sophisticated analytics techniques, entrepreneurs can gain a more comprehensive understanding of customer preferences and requirements (Manafe et al., 2023). This facilitates the provision of tailored products, enhanced service efficiency, and personalised interactions across diverse communication channels. Entrepreneurs can enhance customer engagement and foster enduring relationships by leveraging technologies such as chatbots, website personalisation, and customer interaction tracking.
 - H. **Addressing Security and Privacy Challenges:** In the context of a digitally interconnected environment, the aspects of security and privacy are crucial considerations. It is imperative for entrepreneurs to guarantee that their information technology systems are equipped with sufficient security measures to safeguard customer data, business information, and intellectual property (Ausat, Widayani, et al., 2022). Furthermore, adherence to data protection regulations
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holds significant importance. Consequently, it is imperative for entrepreneurs to allocate resources towards acquiring appropriate IT security infrastructure and implementing policies that safeguard their enterprise, while simultaneously fostering customer confidence (Fauzi et al., 2023).

Information technology is a crucial factor in promoting innovation and facilitating growth in entrepreneurial enterprises. Through the effective utilisation of information technology, entrepreneurs can expedite the development of their products and services, enhance their operational efficiency, expand their market reach, foster business innovation, facilitate the process of digital transformation, promote team collaboration, improve customer experience, and tackle security and privacy concerns. In contemporary business settings, the utilisation of information technology (IT) plays a pivotal role in attaining a competitive edge and ensuring long-term viability for entrepreneurial enterprises (Farida & Setiawan, 2022). Staying informed about advancements in information technology, recognising emerging prospects, and integrating pertinent IT solutions to address obstacles and generate supplementary worth for their enterprises are crucial for entrepreneurs.

Nevertheless, it is crucial to bear in mind that the incorporation of information technology in entrepreneurial enterprises is accompanied by obstacles and potential hazards. Several factors contribute to the challenges faced by organisations in the realm of information technology, such as the expenses associated with the implementation and upkeep of IT systems, insufficient technical expertise and knowledge within the organisation, concerns regarding data security and privacy, and the unsuitable adoption of technology. Hence, it is imperative for entrepreneurs to devise a meticulously planned strategy and prudently handle risks while executing information technology.

To enhance the role of information technology (IT) in promoting innovation and fostering growth of entrepreneurial enterprises, various measures can be implemented. These measures include, but are not limited to:

- A. Establish strategic partnerships: Entrepreneurs have the option to establish collaborative relationships with IT service providers or consultants who possess expertise in facilitating the integration and administration of information technology. Collaborative partnerships have the potential to decrease expenses, enhance technical proficiency, and guarantee effective execution.
- B. Prioritising business needs: Comprehending the commercial requisites and enduring objectives of employing information technology is of paramount significance. It is imperative for entrepreneurs to identify the domains where Information Technology (IT) can offer the most significant advantages and concentrate their endeavours on initiatives that promote business expansion and competitive edge.
- C. Investment in IT skills development: Facilitating the acquisition of information technology competencies and expertise within the enterprise constitutes a crucial measure. Providing training and development opportunities to employees in the field of information technology can enhance their ability to utilise IT resources to their fullest potential, thereby enabling them to make valuable contributions to the process of business innovation.
- D. Adopt a data-driven approach: The effective utilisation of data can yield valuable insights that can inform superior decision-making. Entrepreneurial entities have the capacity to utilise data analytics and artificial intelligence techniques to gather, scrutinise, and construe commercial data. This can facilitate the identification of novel prospects, comprehension of market inclinations, and enhancement of customer satisfaction.
- E. Protect security and privacy: Given the escalating intricacy of security threats, it is imperative for entrepreneurs to accord priority to safeguarding customer data and privacy. Implementing robust security protocols, such as the utilisation of data encryption, two-factor authentication, and stringent security policies, can effectively safeguard enterprises against cyber threats and foster customer confidence.

The significance of information technology in propelling innovation and fostering the expansion of entrepreneurial enterprises remains pivotal in the constantly evolving digital age (Sudirjo, Diawati, et al., 2023). Entrepreneurs are required to continually adjust to technological

advancements, stay abreast of market trends, and utilise information technology as a strategic resource in accomplishing business objectives, in light of mounting competition (Zen et al., 2023). Entrepreneurs can enhance business operations, increase efficiency, innovate new products and services, and broaden market reach through proficient utilisation of information technology (Harahap, Ausat, Sutrisno, et al., 2023). IT solutions, such as social media, e-commerce platforms, and mobile applications, can enable entrepreneurs to enhance customer interactions, deliver superior experiences, and cultivate robust relationships.

Furthermore, it facilitates the participation of entrepreneurs in the wider innovation ecosystem. Entrepreneurs can leverage resources, knowledge, and capital necessary for driving innovation and business growth by engaging in partnerships with tech startups, business incubators, and universities. The utilisation of information technology encompasses not only the assimilation of novel technologies, but also the proficient handling of transformation and the accompanying hazards (Kraugusteeliana et al., 2023). Successful entrepreneurship requires a meticulously planned course of action, a comprehensive assessment of potential obstacles, and the effective deployment of suitable risk management strategies. The aforementioned aspects encompass data security, adherence to regulatory requirements, sustainability of technology, and maintenance of IT infrastructure.

It is imperative for entrepreneurs to possess a comprehensive comprehension of the capabilities and constraints of information technology. Insufficient comprehension of technology may lead to ineffective utilisation or strategic errors. Hence, it is imperative for entrepreneurs to consistently enhance their knowledge regarding the latest advancements in Information Technology, remain abreast of industry patterns, and establish connections with IT specialists and professionals.

It is noteworthy that the impact of information technology on fostering innovation and promoting expansion in entrepreneurial enterprises is substantial. Entrepreneurs can achieve optimisation of operations, improvement of customer experience, expansion of markets, and creation of sustainable added value by utilising it in a prudent manner. In contemporary times, the efficacy of business transformation is contingent upon the centrality of information technology, as it is more than a mere instrument but rather a fundamental component.

CONCLUSION

The utilisation of Information Technology (IT) is a crucial factor in propelling innovation and fostering expansion in entrepreneurial enterprises. In the contemporary digital age, it is imperative for entrepreneurs to proficiently leverage information technology to expedite product development, enhance operational efficiency, broaden market penetration, stimulate business innovation, and augment customer satisfaction. Entrepreneurs can attain a competitive edge, adjust to market fluctuations, and establish enduring value by employing appropriate information technology solutions.

Various recommendations can be proposed upon concluding the composition of this article, such as: Initially, a profound comprehension of information technology is imperative for entrepreneurs to consistently enhance their awareness of advancements and patterns in the field. It is imperative for individuals to remain current with the most recent technological advancements and possess a comprehensive comprehension of their capabilities and constraints within the context of their business operations. The development of an IT strategy that is aligned with long-term business objectives is a crucial aspect of IT strategic planning. The process entails the identification of organisational requirements, evaluation of pertinent information technology solutions, and prudent allocation of resources towards the implementation and advancement of technology. Thirdly, fostering collaboration and partnerships: Entrepreneurs can leverage strategic alliances with IT service providers, technology startups, and educational institutions to gain access to valuable resources, knowledge, and expertise that are essential for driving business innovation and expansion.

Data security and customer privacy are crucial considerations that entrepreneurs must

prioritise. It is recommended to allocate resources towards implementing adequate security protocols and adhering to relevant data protection policies. The fifth step involves the development of skills, specifically in the field of information technology, within the organisation. This is a crucial measure to undertake. It is imperative to offer comprehensive training and education to personnel to enable them to proficiently leverage information technology, thereby facilitating their involvement in driving business innovation. Measurement and evaluation are crucial aspects in assessing the effectiveness and influence of information technology implementation on business innovation and expansion. It is imperative to identify pertinent metrics and conduct regular evaluations to ascertain that the utilisation of information technology is yielding the anticipated outcomes and can be modified if necessary.

By adhering to the aforementioned recommendations, entrepreneurs can effectively harness the capabilities of information technology to propel entrepreneurial business innovation and expansion. This will assist them in maintaining competitiveness in a continuously changing market and attaining enduring prosperity.

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