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Entrepreneurs and Competitiveness Development to Foster Businesses online Activities by online: Empirical Studies in Universitas Negeri Surabaya

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Abstract: Goals of this research want to increase the potential of student about businesses online in the economic activities. In the society entrepreneurship development can be foster their potential competitiveness and this entrepreneurial development can be to become indicator in reachement the stage to increased economics development. In this research want to the clarification about relationship between entrepreneurship and businesses online can be foster role of student for participated in the economics activities. Entrepreneurship activities and businesses online must be developing for increased competitiveness of the student. With the qualitative research approach toward result of analysis data, relationship between competitiveness and entrepreneurship in the businesses online very influencies of factor about different of competitiveness, placing a special emphasis of student on economics activities. Conclusion of this research, for increased the competitiveness in businesses online of student economic activities, very importance to needed improving entrepreneurial and economics competitiveness potential of student, with self-employment or collaboration with another for global markets intocreative and innovative networking by online, in student businesses online activities.

Keywords: Entrepreneurship, Competitiveness, Business by Online, Economic Development.

INTRODUCTION

Entrepreneurship is multi-faceted, underlining the difficulty encountered by researchers, not only in defining and measuring entrepreneurial activity with precision, but understanding the relationship between entrepreneurial activity and economic growth. In the Indonesia country have to problematics, this sustainable innovative entrepreneurial, that is key of factor modern economics develop, policies in the area of sciences, educational, intellectual properties and entrepreneurial uses instrumental to increasing the competitiveness in the world. Entrepreneurial is “essential to a growing economy in large part because its innovations

create demand for new products and services that were not previously available” (Kressel and Lento, 2012). Therefore, mechanisms “to enhance entrepreneurial activities in their regions, whether those mechanisms are tax policies, financing subsidies or other tools” (Shane, 2005, p.1). Until the emergence of endogenous growth models, and in particular the second generation, the role of entrepreneurship in fostering economic growth was hardly addressed in the growth literature. In the era, economic growth was seen to be driven by investment in physical capital, and economic activities based on physical capital was organised in large-scale operational. The competitiveness in the business, Dimoska (2012) says presents a multi dimensional concept which includes economic, social, cultural, political, technological and environmental advantages. Appropriate combination of these components makes each business an unique creation more or less attractive for the business. The aim of this paper is to point out the importance of choosing the most appropriate competitiveness strategy and its influence over the business turn over and the consumption in the business, in a due time resulting with economic benefits as complete and rapid economic development of the business and welfare of the society as well.

Businesses online in learning not only adds value to a society, it helps creating a new generation that is efficient, innovative and ready for succeeding in the global competitiveness. Indonesia to day has many competitive advantages in the global market including its resources and location on the globe. To take part and exploit the opportunities for economic development, businesses online is the need of the experiences of student to application about businesses online. Emphasizing on businesses online, must be in focus on establishing a correlation between number of students on businesses online with that of the economic development.

Businesses online offers a young generation of managers and entrepreneurs with the knowledge that is essential for success. One may argue that any knowledge can create economic benefits, however, businesses online provides the skills and knowledge that is critical for success in an ever changing world, where opportunities for economic gain need to be spotted and then organizations managed efficiently to make gains for individuals, society and nations. The current study addresses the perspective of the researcher to develop online businesses online performance by increasing the rate of e-commerce usage that can be used to understand what are the main factors and constructs of an effective website. Azizan (2014) says, the purpose of the studies in introducing of the future section about the theories overview and perspective of e-commerce usage and businesses online performance are discussed in next section. The analysis of the effect of e-commerce usage on businesses online performance follows the theoretical domain for researchers perspective. Business founding to be the best technologies that advances businesses online profile about modern organization in the era of information technology. Many firms in developing and developed countries have changed their business online model to electronic forms such as e-commerce and related technologies. It is found that creative economic is one of the main industries that gain high advantages from the adoption of e-commerce in their businesses online.

The result of this study shows a significant impact on the relationship between E-commerce use age and Businesses online Performance. Accordingly hotels in any country that provide the utilities and regulate law for e-commerce should consider the important effect of e-commerce usage on businesses online performance, and they must continuously follow up the latest technology development in e-commerce and update their systems in order to maintain their businesses online performance and sustain competitive advantages of e-commerce. The studies of this research want to explore potential of businesses online in

the student activities, to develop businesses online in daily activities of student to increased an effective website for businesses online. So, will be find potential of student about the foster and developing of skill for businesses by online.

REVIEW OF THEORIES

Entrepreneurship, Sorin (2014) says, is a creative human process, one which mobilizes resources from one level of productivity to another, a superior one. It implies the individual's will of taking on responsibilities and the mental ability of carrying out the task from idea to implementation. Another component of entrepreneurship consists in identifying opportunities where other people find only chaos, contradictions, or confusion. The essence of entrepreneurship is walking against time with wisdom and maturity, and in serving as an agent for change. An entrepreneur is one who creates the a new businesses online in the face of risk and uncertainty if for the purpose of achieving profit and growth by identifying opportunities and assembling the Necessary resources to capitalize on those opportunities". Subroto (2015) says entrepreneurs is the set of behaviours that initiates and manages the reallocation of economic resources and whose purpose is value creation through those means. Entrepreneurship is the resource, process and state of being through and in which individuals utilize positive opportunities in the market by creating and growing new business firms." (Gries and Naudé, 2011, p. 217). However, a quasi-general accepted, and now popular, process and people oriented definition of entrepreneurship has emerged in the business literature: "Entrepreneurship is a process that involves the discovery, evaluation, and exploitation of opportunities to introduce new products, services, processes, ways of organizing, or markets" (Shane and Venkataraman, 2000, p. 219).

Competitiveness is clearly one of the most frequently used concepts in current economic policies, in the regional or national policy frameworks and strategies, in businesses, especially when they discuss about growth or convergence, when strategies or comparative analysis are designed. Indeed, Voinescu (2015) says, there are different theories around competitiveness, different approaches by policy makers and various targets are projected, both at micro and macro levels. Going thoroughly within policies and literature, it can be admitted that competitiveness is still vague, ambiguous, but wrapped up in ingenuity. There are still many open questions related to the definition of competitiveness, competitiveness factors, the applicability and the practical approaches to foster competitiveness. International competitiveness has long been a major preoccupation of economic thought and has been receiving increasing attention from scientists, policy makers, businesses and general population alike. From a theoretical perspective, any rapid assessment would reveal an obvious lack of consensus regarding the exact meaning of competitiveness. Stated that "competitiveness, particularly with reference to an entire economy, is hard to define. Indeed, Subroto (2015) says, the competitiveness, like liberality or democracy, actually has several meanings." Theoretical origins of the concept of competitiveness can be traced in the economics of foreign trade and its role in national and international economic welfare. More recent theoretical debates enlarge on the conceptual complexity of countries' competitiveness with existing approaches ranging from an exclusively micro economic perspective to an all-encompassing micro- and macro-economic perspective.

Ability of businesses online is very importance in economic activities and businesses online, so economic education and entrepreneurship urgent to prepares student for innovating and contributing to this important activity in economics education. Subroto (2016) says businesses online course entails building a generation

of entrepreneurs and businesses online professional, who are trained with tools to make identify opportunities, work in teams, communicate well and have an understanding of the various nuances of businesses online for smart decisions. The role of businesses online course in entrepreneurship education for general having can impact on economic growth. Societies which has a name of members, who are educating in businesses online, indicates a potential to perform economic activities more efficiently. Businesses online course in economic education contributes to building a society with better, use resources economically, identify opportunities and decisions maker for increase economic growth. Businesses online development course in economic education will be ability to help prepare more well of student which equipped with the knowing and skills required to foster economic education with outcome to foster economic growth. Knowing about global competitiveness with improving skill of the human competences, abilities to human resources in Indonesia very urgen because a the big of the people lives below the poverties lined and income inequalities is growth in welfare of society. Activities of student were not concerned too much about efficiency in a cost of lived and concerned to efficiency living cost or improving their products and serviced for reduced cost. Impact of competitiveness pressure was reflected to increase student doing for businesses online activities in the daily and the relative increase in economic development.

METHOD OF RESEARCH

This study uses data collected by the authors as a result of the survey that they organized and carried out among the student of State University of Surabaya. Over 400 students participated in this survey. After the preliminary analysis, 320 of them were selected for the study. Along with other questions, the student were asked about the key and spirit to success factors, about the barriers preventing their businesses online from becoming successful, about each student feeling whether his or her businesses by online is successful or not, and about the level of the workers wage in the enterprise in comparison with the student activities. The results, grouped and compared, built up the foundation of this study. For the analysis, the authors used the following methods: analytical grouping and correlation analysis of the perception student. Based on the analysis of the existing approaches and established norms in the businesses by online of student. The businesses by online can be success was estimated using the efficiency values of the equity activities. The student responsibility is the activities to act for the benefit of society at large. In this paper, the author uses a narrower point of view to social responsibility of businesses by online which reflects student enterprises. The social responsibility of student is understood in this view as the obligation to act for the benefit of its stakeholders and first for the benefit of enterprise employees. There approaching is similar to understanding of social responsibility and to the point of the social responsibility of the businesses by online.

RESULT AND DISCUSSION

Result of survey to student about competitiveness and businesses by online, the selected for the student represented of faculties in The State University of Surabaya, for different areas of activities, though it is still quite significant that in the service industries prevailed. A considerable share of the businesses onlinees dealt with various kinds of activities related to businesses by online. There were practically in businesses online, or information technology sectors. The survey showed that the over whelming majority of the managers believed that the employees, along with their professional and personal qualities, were the key

factor of the businesses online' success. More than 82,3% of the respondents were sure that those factors were of key importance, and 13.7% thought they were quite significant. The businesses online pointed out those factors, among the factors producing the biggest effect on the businesses online success, the students also mentioned good and confidential relations with customers and suppliers (there were two separate options in the questionnaire): 60% said it was the key factor, and another 20% considered it quite significant; in total, 80% of the respondents. The entrepreneurial skills of the top executives and the student themselves were mentioned as well; 32,5% said it was the key factor, and another 17,5% considered it quite significant (in total, 50% of respondents thought so). The numbers collected for the rest of the factors appeared to be substantially lower.

The most student answer was "The success of a businesses online is assessed on its ability to produce profit" (70%). The runner-up, which was certainly unexpected, was the ability to be better than others, competitors and partners (30%). Exactly a quarter of the student focus on the ability of the businesses by online to reach the intended goals, while 36% of them choose the ability to grow. The fewest number of the respondents chose "the ability of the businesses online to bring satisfaction" (25%). This kind of breakdown of the answers is evidence of the students' formal approach to the businesses online success assessment, of their orientation to short-term perspectives and fixation on the external aspect of the assessment process; in fact, both profit and good comparison results represent a reflection of the "fetishistic" motives of the student of businesses by online.

The analysis of the answers to the question about the businesses online economic efficiency and return on the invested capital show some interesting results. First, more than a half (52.0% of the student said their efficiency was under 20%, which is the actual level of inflation in their society. According to the normal criterion, their capital thus did not grow but rather depreciated in one way or another. However, over three quarters of them (80%) said their businesses online were successful. Despite the fact that they declare profit to be the main indicator of success, a businesses online can still be considered successful even if there is not enough profit to "compensation" inflation to the businesses online owners. Totally, the economic efficiency break down of the enterprises appeared quite even, with an average value of 20%. The success of businesses online activities is influenced by various factors. Businesses online performance of the economic activities is one of the goals of every businesses online. Subroto (2015) says performance of businesses online activities can be defined as the degree of success in achieving the purpose. As a measure of the success of the businesses online of an enterprise can be seen from various aspects, such as skill of communication, cooperative, and others.

In a business online with increased competition, organizations can create and maintain their reputational capital by adopting an website behaviour. Business online are the trust principles that apply to all aspects of business online, at individual and organizational level. In this context, education on business online has an important role in forming or developing abilities (both intellectual and information technology) in student who will become welfare society. Here would like to additional that businesses online has two aspects, one is class room teaching and understanding and the other is its application at workplace. This is called generic employ ability skills also known as transferable Skills. These skills are developed in classroom context and can be transferred to workplace where actually these will be applied.

Business online plays a vital role even to increase and raise the standard of living in a society by increase

in income of student, increase in their specialization, change in their attitude etc. Businesses online, one hand contribute to income of student and on another hand pay larger taxes to empower economic growth. Every country has resources, skills and potential but without the power of business online these resources, skills etc do not get the importance that they deserve. Take example of any developed country in the world, they give more importance to business online as they know that it is the vehicle for economic development.

CONCLUSION

In the countries, entrepreneurship can be foster their competitiveness and that entrepreneurship improved can be a key of reaching the next stage of developing competitiveness. This networking between entrepreneurial and online businesses online can be participated to support for economic growth in the world. Entrepreneurship activities and businesses online must be develop for competitiveness. Various competitiveness and entrepreneurship has weight in differences stage of competitive, placing a potential emphasis onthe world. For the competitiveness of businesses online in the world use to gaining entrepreneurship dynamics and economic competitiveness developing with self-employment or new collaboration for regional user in the innovatives networking by online.

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