

INTERNATIONAL SEMINAR OF ENTREPRENEURSHIP

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Abstract

In the digital era, entrepreneurship has undergone significant transformations, with digital business emerging as a key driver of innovation. The integration of advanced technologies such as Artificial Intelligence (AI), Internet of Things (IoT), blockchain, and big data analytics has revolutionized traditional business models, enabling entrepreneurs to create more efficient, scalable, and customer-centric ventures. Digital platforms facilitate access to a global market, reducing geographical barriers and enhancing communication channels. Furthermore, the rise of e-commerce, mobile applications, and cloud computing has provided new opportunities for business growth, while fostering a more dynamic and competitive business environment. This paper explores the role of innovation in entrepreneurship within the digital era, focusing on the shift towards digital business models, the impact of technological advancements on business strategy, and the emerging trends shaping the future of entrepreneurship. Ultimately, this study highlights the critical importance of

adopting digital solutions for entrepreneurs aiming to thrive in the ever-evolving digital landscape.

Keyword: *Entrepreneurship, digital, Technology*

INTRODUCTION

The rapid advancement of digital technologies in the 21st century has significantly altered the landscape of entrepreneurship (Sitaridis & Kitsios, 2023). With the increasing prevalence of the internet, mobile devices, and cloud computing, businesses are no longer limited by physical boundaries, and entrepreneurs are now presented with unprecedented opportunities to innovate and expand their ventures (Rahimi et al., 2014). Traditional business models have been disrupted by the rise of digital platforms and services, leading to the emergence of digital business as a dominant force in the global economy.

Digital business refers to the use of digital technologies to transform traditional business processes and create new value propositions, which are more agile, cost-effective, and scalable (Bresciani et al., 2021). Key innovations, such as e-commerce platforms, social media marketing, data analytics, and automation, have allowed entrepreneurs to reach broader audiences, personalize customer experiences, and streamline operations. Moreover, the widespread adoption of technologies like artificial intelligence, machine learning, and blockchain has empowered entrepreneurs to introduce more innovative solutions and business models that were previously unimaginable (Cioffi et al., 2020).

As the digital landscape continues to evolve, entrepreneurs must adapt to an environment characterized by constant change and innovation (Favour Oluwadamilare Usman et al., 2024). Those who successfully leverage digital tools and technologies are able to gain a competitive advantage, respond to market demands more efficiently, and drive growth in a highly interconnected, globalized marketplace. However, navigating this digital transformation requires not only technical expertise but also strategic thinking and the ability to recognize and capitalize on emerging trends and technologies (Hu et al., 2024).

In light of these developments, understanding how digital innovation shapes entrepreneurship in the modern era is crucial for both new and established business owners seeking to thrive in an increasingly digital world. This research seeks to explore the multifaceted role of innovation in digital business, examining how digital tools are reshaping entrepreneurial practices and creating new opportunities for growth and competition.

The Purposes:

1. Examine the Impact of Digital Technologies on Entrepreneurship.
2. Identify Key Drivers of Innovation in the Digital Era
3. Provide Insights into Future Trends in Digital Entrepreneurship

RESEARCH METHODS

This event held on Zoom Meeting on Monday, December 23rd 2024 participated in by Lecturers and students of Lamappapoleonro University, STIE AMKOP, Makassar State University, Triatma Mulya University, Business and Technology Institute of Indonesia, Udayana University, Megarezky university, Halu Oleo University, AMIK Ibnu Khaldun Palopo, STMIK Kharisma Makassar, UKI Paulus, Nahdhatul Ulama University North Sulawesi, Bosowa University, ITBM Balik Diwa, Sawerigading University, Politeknik Pariwisata Bali, Pattimura University and Handayani University.

RESULT AND DISCUSSION

Lamappapoleonro University held an international conference with title **Innovative Ideas of Entrepreneurship in Digital Era** with purpose to upgrade the knowledge and experiences among academics and practitioners regarding digital entrepreneurship. The speakers come from 5 different regions, namely Indonesia, India, Uzbekistan, Vietnam and Malaysia.

The speakers consist of domestic and abroad namely Asc. Prof. Ts. Dr. Fam Soo Fen from UTeM Malaysia, Prof. Bobur Sobirov from Samarkand Branch of State University of Economics Uzbekistan, Prof. Sahana Roy Chowdhury from International Management Institute Kolkata India, and Prof. David Pickus from American University in Vietnam. Meanwhile the speakers from Indonesia are lecturers and students of Lamappapoleonro University and STIE AMKOP which is contain of 25 people.

In the digital era, entrepreneurship has become increasingly intertwined with technological innovation, leading to the rise of digital business models that prioritize agility, scalability, and customer-centric solutions. Entrepreneurs are leveraging technologies such as artificial intelligence, cloud computing, and big data analytics to streamline operations, enhance decision-making, and personalize customer experiences. These innovations have not only lowered barriers to entry but also expanded access to global markets through digital platforms and e-commerce. As a result, traditional business models are rapidly evolving to adapt to the expectations of a digital-savvy consumer base, making digital transformation a crucial element for entrepreneurial success.

However, the transition to digital entrepreneurship also presents significant challenges, particularly for small and medium-sized enterprises that may lack the resources or skills needed to implement new technologies effectively. Digital literacy, cybersecurity risks, and high implementation costs are among the main barriers that entrepreneurs face. Despite these challenges, the opportunities created by digital transformation are vast. Businesses that successfully embrace innovation can unlock new revenue streams, improve operational efficiency, and remain competitive in a fast-changing global economy. As trends such as

artificial intelligence, blockchain, and the Internet of Things continue to evolve, entrepreneurs must be proactive in adopting these tools to sustain growth and drive future innovation.

INTERNATIONAL SEMINAR

Innovative Ideas of Entrepreneurship in Digital Era

 Asc. Prof. Ts. Dr. Fam Soo Fen Universiti Teknikal Malaysia Melaka	 Prof. Bobur Sobirov Samarkand Branch of Tashkent University of Economics Uzbekistan	 Prof. David Pickus The American University of Vietnam	 Prof. Saltanat Meiramova A.K Kussayin ov Eurasian Humanities Institute of Kazakhstan	 Dr. Hj. A. Adawiah, M.M. RECTOR of Universitas Lamappapoleonro	 Nurfaishah Baharuddin, M.Si HOST
 Ismail, S.Kom, M.Kom Universitas Lamappapoleonro	 A. Nurul Aksa, M.Kom Universitas Lamappapoleonro	 A. Muh. Nurul Afdal, MSA Universitas Lamappapoleonro	 Dr. Asmini, S.E, M.Si Universitas Lamappapoleonro	 Dr. Azmi Rahayu Universitas Lamappapoleonro	
 Misveria Villa Waru, M.Pd Universitas Lamappapoleonro	 Masyadi, SE, M.M Universitas Lamappapoleonro	 Nursakti, M.Kom Universitas Lamappapoleonro	 A. Zulkifli Nusri, M.Kom Universitas Lamappapoleonro	 Siti Intan Nuraini STIE AMKOP	

December 23, 2024

13.00 WITA

Online

<https://unipol.ac.id>

FREE E-CERTIFICATE

**International Seminar Timeline of UNIVERSITAS LAMAPPAPOLEONRO,
INDONESIA (DECEMBER 23, 2024)**

Time	Activity	Name
13.00 - 13.05	Opening by Moderator	Nurfaisah Baharuddin,S.P, M.Si
13.05 - 13.20	Ceremonial Opening a. Singing a National Anthem song(Indonesia Raya) b. Opening Speech by Rector of Universitas Lamappapoleonro	Dr. Hj. A. Adawiah, SE, M.M
13.20 - 13.25	Introducing of keynote speaker By moderator	Nurfaisah Baharuddin,S.P, M.Si
13.25 - 13.35	Speaker I (Malaysia)	Asc. Prof. Ts. Dr. Fam Soo Fen
13.35 - 13.45	Speaker II (Uzbekistan)	Prof. Bobur Sobirov
13.45 - 13.55	Speaker III (India)	Prof. Sahana Roy Chowdhury
13.55 - 14.05	Speaker IV (Vietnam)	Prof. David Pickus
14.05 - 14.15	Speaker V (Indonesia)	Dr. Hj. A. Adawiah, SE, M.M
14.15 - 14.25	Speaker VI(Indonesia)	Dr. Asmini, S.E, M.Si
14.25 - 14.35	Speaker VII (Indonesia)	A. M. Nurul Afdal, SE, MSA, Ak, SAS, CA
14.35 - 14.45	Speaker VIII (Indonesia))	Dr. Asmi Rahayu, SE, MSA, Ak CA
14.45 - 14.55	Speaker IX (Indonesia)	Ismail, S.Kom, M.Kom
14.55 - 15.05	Speaker X (Indonesia)	Nursakti, S.Kom, M.Kom
15.05 - 15.05	Speaker XI (Indonesia)	Misveria Villa Waru, S.Pd, M.Pd
15.05 - 15.10	Speaker XII (Indonesia)	Masyadi, SE,M.M
15.10 - 15.15	Speaker XIII (Indonesia)	A. Nurul Aksa, S.Si, M.M, M.Kom
15.15 - 15.20	Speaker XIV (Indonesia)	A. Zulkifli Nusri, S.Kom, M.Kom
15.20 - 15.25	Speaker XV (Indonesia)	Nurul Annisa
15.25 - 15.30	Speaker XVI (Indonesia)	Gina Raodatul Jannah
15.30 - 15.35	Speaker XVII (Indonesia)	Nurhikmah
15.35 - 15.40	Speaker XVIII (Indonesia)	A Muh. Yusuf
15.40 - 15.45	Speaker XIX (Indonesia)	Azman
15.45 - 15.50	Speaker XX (Indonesia)	Siti Intan Nuraini
15.50 - 15.55	Speaker XXI (Indonesia)	Andi Nurul Sakinah
15.55 - 16.00	Speaker XXII (Indonesia)	Amin Rais
16.00 - 16.05	Speaker XXIII (Indonesia)	Nurhidayah
16.05 - 16.10	Speaker XXIV (Indonesia)	Muhammad Yani
16.10 - 16.15	Speaker XXV (Indonesia)	Andi Marmawati
16.15 - 16.20	Speaker XXVI (Indonesia)	Khumairah Rhada Herdaman
16.20 - 16.25	Speaker XXVI (Indonesia)	M.Ridwan
16.25 - 16.30	Speaker XXVI (Indonesia)	Mauhud Arkan Fauzan
16.30	Closing (Reading Conclusion) by Moderator	Nurfaisah Baharuddin,S.P, M.Si

NB : The time will change (adjust the circumstances)

SUPPORTING AND HINDERING FACTORS

In the digital era, several key factors have supported the growth of innovation in entrepreneurship. Technological advancements—such as artificial intelligence, cloud computing, big data analytics, and blockchain—have enabled entrepreneurs to develop efficient, scalable, and customer-focused business models. The rise of digital platforms and e-commerce has allowed businesses to access global markets, breaking down geographical barriers and expanding their customer base. Additionally, automation and digital tools help reduce operational costs, making business processes more streamlined. The flexibility offered by digital models allows entrepreneurs to quickly adapt to market shifts, while the availability of real-time data supports better strategic decision-making, giving digital entrepreneurs a competitive edge.

On the other hand, several hindering factors challenge the adoption of digital entrepreneurship. One major barrier is the lack of digital literacy, particularly among small and medium enterprises that often lack the resources to train staff or invest in advanced technologies. High initial costs of digital transformation, including purchasing software, hardware, and integrating systems, can also deter many entrepreneurs. Cybersecurity risks remain a significant concern, as increased reliance on digital platforms raises the threat of data breaches and cyberattacks. Additionally, the rapid pace of technological change requires constant learning and adaptation, which can be overwhelming and resource-intensive. In some regions, limited access to reliable digital infrastructure further hampers entrepreneurs' ability to fully engage in the digital economy.

CONCLUSION

An international seminar on entrepreneurship in the digital era offers great opportunities for entrepreneurs to gain new insights, share experiences, and build a global network. In the digital age, technology facilitates easy access to information and enables collaboration across borders. However, there are challenges such as time zone differences, limited access to technology, and cybersecurity issues that need to be addressed for the seminar to be effective. To achieve the best outcomes, it is crucial to design inclusive seminars, overcome language and technology barriers, and create secure and accessible platforms for all participants. By leveraging existing technology and systems, such seminars can become an effective platform to accelerate the growth of digital entrepreneurship worldwide.

GRATITUDE EXPRESSION

In this chance, we would like to express our gratitude to all parties who have assisted and contributed to the successful completion of this event, namely,

1. The honorable Rector Lamappapoleonro University
2. Vice rectors for Student Affairs

3. Research and Community Service Institution
4. Head of the study program at Lamappapoleonro University
5. The parties who cannot be mentioned one by one, but who have contributed to the successful implementation of this event.

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