

Chapter 14

The Importance of Entrepreneurship and Organizational Qualities in the Digital Age

Zafer Adiguzel

Sakarya University of Applied Science, Turkey & Koc University, Turkey

ABSTRACT

Considering the critical intersection of entrepreneurship, competitiveness and digital transformation in the age of Artificial Intelligence (AI), the drivers of economic growth and social progress and the transformative power of digitalization for firms become even more important. In particular, it is necessary to consider how digital entrepreneurship is reshaping industries and providing new opportunities for innovation and value creation. The theoretical framework for the adoption of AI and insights into organizational characteristics are presented, and the importance of AI in enhancing firms' competitive advantage is becoming increasingly evident. Therefore, in this chapter, AI applications in industries that demonstrate the significant impact of AI on decision-making processes and future business strategies are explained, and AI is examined as an important element in shaping the strategic direction and sustainability of companies in an increasingly competitive global market.

INTRODUCTION

In today's business world, rapidly changing technologies are radically transforming the environment in which businesses must operate. The changes brought about by digitalization deeply affect not only the internal functioning of companies,

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but also their competitiveness and entrepreneurial activities. Entrepreneurship is a strategic element for businesses that use digital technologies to increase innovation and competitiveness (Felicetti et al., 2024). With the technological revolution, entrepreneurs not only shape economic growth and the labor market, but also create new business models and produce social values in society (Ndagi & Salihu, 2019). With the acceleration of the digitalization process, the entrepreneurial ecosystem has also expanded significantly and increased its impact at a global level. Entrepreneurship is generally defined as the ability to effectively manage resources and offer innovative solutions by taking risks. Competitiveness, on the other hand, refers to the capacity of businesses to create more value by providing a sustainable advantage in the market compared to their competitors. Ensuring competitiveness in the digital age means that businesses can quickly adapt to technological innovations, better understand customer demands, and use digital tools efficiently. In this context, entrepreneurship increases the competitiveness of companies by evaluating the opportunities offered by digitalization.

Digitalization offers businesses the opportunity to be more efficient, flexible and innovative by integrating technology into business processes. While digital transformation reshapes traditional business models, it increases the operational efficiency of companies, reduces costs and improves customer satisfaction (Wujarso, 2023). This transformation process allows companies to make faster decisions, better meet customer expectations and quickly adapt to market changes by using digital tools and data strategically.

Another important advantage of digitalization for companies is that it provides easier access to global markets. Digital platforms and e-commerce sites enable small and medium-sized enterprises (SMEs) to reach global customers, thus increasing their competitive advantage. In addition, digitalization offers opportunities in personalized services by better analyzing customers' behaviors, preferences and needs through technologies such as big data and artificial intelligence (AI).

Entrepreneurship is of great importance both economically and socially. From an economic perspective, entrepreneurship creates new business opportunities, increases employment, and contributes to economic growth. Innovative initiatives lead to increased competition in the market and the emergence of new products, services, and business models (Codini et al., 2023). This provides consumers with more options and increases the dynamism of the economy.

Entrepreneurial orientation is a factor that directly affects the innovation capabilities of companies. Companies with high innovative capacity can quickly adapt to changing market conditions and offer more value to customers. For this reason, entrepreneurial orientation stands out as a critical element affecting the long-term success of companies.

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