



Analysis of Entrepreneurship and E-Commerce Development

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Received: 20/08/2021

Accepted: 26/12/2021

Published: 09/04/2022

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ABSTRACT

Entrepreneurship is a cross-cutting research topic in sociology, ethics, economics and management, and there exists a large space of theoretical foundation. The relationship between entrepreneurship and corporate growth has been the focus of academic attention, and many scholars, such as Joseph Alois Schumpeter and Peter F. Drucker, have discussed this issue in depth from various perspectives. Therefore, it is necessary to study the relationship between entrepreneurship and business growth again, analyze its new logical connotation, consolidate the theoretical foundation of entrepreneurship research, and generate dialogue and interaction with subsequent theoretical and empirical research, which requires specific business behaviors to achieve the promotion of entrepreneurship to business growth. Innovation is an important behavioral model for enterprise growth and an important bridge for entrepreneurship to promote high-quality enterprise development.

Keywords: *Technology, Entrepreneurship, E-Commerce Enterprises*

I. INTRODUCTION

In the context of accelerating the integration of "two chemical" and the rapid development of e-commerce, enterprises are moving towards e-commerce, and the new era of high-quality development has put forward higher requirements for the growth of enterprises. With the continuous development of e-commerce, the idea of universal innovation has been applied in the era of sharing economy, and domestic and foreign startups, represented by Uber, airbnb, and Drip, are the latest practitioners of enterprise development in the era of "Internet+". Enterprises have introduced their businesses to the e-commerce platform to fully enjoy the low cost and high efficiency brought by the network and information technology, and technology and entrepreneurship play an intrinsic role in driving the development of enterprises and motivating employees. However, e-commerce is still a new thing, still in the initial stage of development, there are both uncertainty risks and other supporting measures imperfect problems, such as payment security, logistics and distribution problems and integrity issues. In addition, e-commerce faces the network and the whole world, which requires business leaders to have a strong entrepreneurial spirit, and whether the enterprises entering the field of e-commerce have a stronger entrepreneurial spirit is one of the key factors affecting their success or failure.

It is in the context of the era of mass entrepreneurship and innovation that this paper finds that logistics services and entrepreneurship are the key factors affecting the development of e-commerce enterprises by constructing a conceptual model of e-commerce enterprise development based on the analysis of the concepts of entrepreneurship and enterprise innovation, and by including entrepreneurship and logistics services in the analysis framework. Then, the questionnaire data of e-commerce enterprises on B2B platforms are used to empirically test the influencing factors that affect the development of e-commerce enterprises.

The theoretical significance of this study is the impact on entrepreneurship; the practical significance is to optimize the internal environment of enterprises, promote entrepreneurs to play their own strengths, and drive good and fast development of enterprises.

II. RESEARCH METHOD

2.1 Literature method

The literature method was used to collect, read and organize the theories and practices on entrepreneurship, employee engagement and trust in organizations at home and abroad, and then select the main ideas after discussion with the supervisor and then conduct screening and intensive reading to prepare for the subsequent research.

2.2 Empirical research method

Through analysis, we construct a conceptual model of the relationship between entrepreneurship, enterprise innovation, enterprise growth and business environment, and divide the main variables into dimensions, put forward research hypotheses of the subdivided dimensions, design scales and questionnaires for each variable, use questionnaires to collect data related to basic information of enterprises, basic information of entrepreneurs, entrepreneurship, enterprise innovation and enterprise growth, and analyze the validity of the scales by conducting reliability and validity analysis of the data, and then use primary data to match the business environment for hypothesis testing and draw research conclusions.

2.3 Interview method

Through several conversations and interview activities with employees and business leaders to promote understanding of the variables and localization of the questionnaire, and after listening to the opinions of mentors and experts, the entries of the relevant mature questionnaires that have been selected are deleted and modified to compile the final use scale.

2.4 Questionnaire method

By reading a large amount of relevant literature, drawing on the research methods of previous scholars, we select scales that have been verified to have high reliability and applicability at home and abroad, and combine them with the actual needs of the research questions in this paper, and make appropriate screening and modification of the relevant topics in a targeted manner.

III. DISCUSSION

3.1. Entrepreneurship is an important driving force for the growth of enterprises.

3.1.1 Promote the transformation and upgrading of enterprises to achieve high-quality enterprise development is imminent. The market economy is growing like a mushroom.

At present, global enterprises are facing competition and must enhance their competitiveness and become an important force in international market competition. In the development of enterprises, entrepreneurship plays an irreplaceable and important role. With their extraordinary boldness, adventurous spirit and sense of innovation, entrepreneurs lead the rapid growth and development of enterprises, promote innovation and stimulate development vitality.

3.1.2 Healthy growth and high-quality development of enterprises is an important way for enterprises to be able to grow and develop in a healthy way.

The spirit of innovation is the core content of entrepreneurship, and the lack of entrepreneurship is an important factor hindering the high-quality development of enterprises. The exemplary role of adventurous entrepreneurship attracted many businessmen who devoted themselves to commodity economic activities and stimulated the rapid development of China's market economy. Along with the widespread application of the modern corporate system and the rapid development of information technology, a number of entrepreneurs with the spirit of exploration emerged, such as Ren Zhengfei (President of Huawei), Jack Ma (Chairman of the Board of Directors of Alibaba Group), and Ma Huateng (current Chairman of the Board and Chief Executive Officer of Tencent in Shenzhen, Guangdong). To a certain extent, they have influenced the business civilization and business ecosystem and accelerated the establishment of market order.

3.1.3 Promoting excellent entrepreneurship and promoting healthy growth of enterprises have posed new challenges to the optimization of business environment Business environment is an important manifestation of regional soft power and a direct measure of regional comprehensive competitiveness.

Optimizing the business environment as an important way to promote regional economic development and participation in government competition. The good or bad environment created is directly related to the healthy growth of market players. In the 2018 Doing Business report of the World Bank, it is stated that a good business environment can contribute 0.3% of investment growth rate and 0.36% of GDP growth rate. In the context of increasingly fierce competition in the international market and the slowdown of China's economic growth, the optimization of the business environment is the key for enterprises to transform and upgrade and seek to overtake

3.2. The process of e-commerce enterprise formation and innovation development based on B2B trading platform is, to a certain extent, the process of interaction between enterprises and different subjects (such as customers, suppliers and competitors) in e-commerce trading platform, specifically, it includes the following stages.

3.2.1 The first stage is the process of knowledge collection and integration.

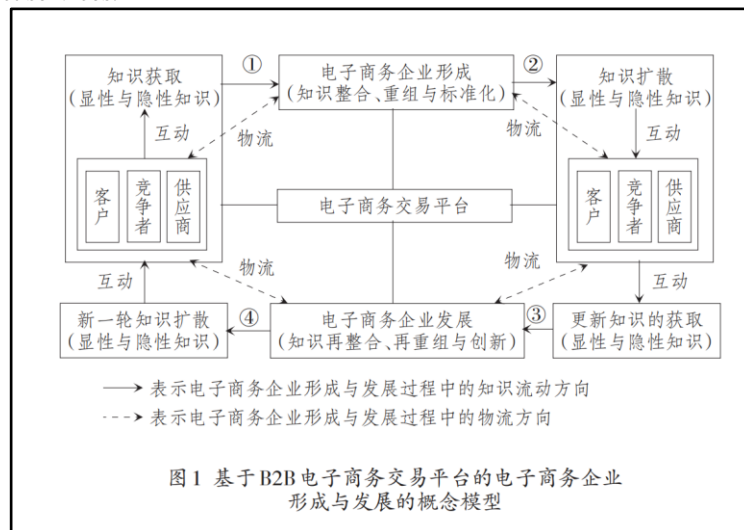
Before the B2B platform carries out e-commerce activities, it needs to collect information through various channels, especially it needs to communicate and interact with different subjects (customers, suppliers, competitors) through the network trading platform to integrate and reorganize various knowledge and information, so as to lay a solid foundation for the road to e-commerce.

3.2.2 The second stage is the process of knowledge diffusion and interaction. It is also the key to the development and growth of e-commerce enterprises.

Enterprises not only need to interact with different subjects (customers, competitors and suppliers) for knowledge and information, but also need to have logistics activities as support.

3.2.3 The third stage is the stage of refining and sublimation of knowledge.

A large amount of knowledge acquired before is not mature and perfect, so it needs to be updated and perfected, to remove the falsehood and keep the truth, and to refine the knowledge more suitable for its needs. This stage is the key to decide whether e-commerce enterprises can achieve innovative development. E-commerce enterprises will use the updated knowledge to replace the original knowledge, further create customer value, re-engineer the service process and provide more perfect services.



Based on the above-mentioned stages, we can see that e-commerce, as a new business model, is still at a relatively early stage, with great uncertainties and risks. Therefore, entrepreneurship is indispensable in the process of creation and development of e-commerce enterprises. Logistics is both an important part of e-commerce and a guarantee for its development. Only a few goods and services, such as electronic publications and information consulting, can be directly transferred by means of the network, while most other goods and services need to be transferred by means of a series of mechanized and automated tools. E-commerce activities are only really completed when the goods are actually transferred to the consumer through logistics.

3.3. The research survey was conducted for analysis and statistics of the research data.

3.3.1 Due to the limited number of survey samples, this paper uses a self-sampling method to ensure the robustness of the research findings.

The basic process of the self-sampling method is that a random sample of individuals is drawn from the existing sample to constitute a completely new sample that is different from the existing sample, and in the process of drawing, some individual samples may be repeated, and then, the statistical distribution of the new sample drawn is calculated. The above process is repeated 100 to 1000 times to understand the specific distribution of these different samples.

3.3.2 For some small samples, the method can make the obtained small samples reflect the real situation of the parent well by repeatedly drawing and releasing from the samples, and also make the regression results, better reflect the characteristics of the parent.

Only reasonable and modern logistics can ensure the smooth implementation of e-commerce, and if the support of logistics is missing, no matter how convenient the e-commerce is as a form of trade. The level of logistics service is the key to the success of e-commerce, and it is crucial to improve the level of logistics service whether it can promote the development of e-commerce or not.

3.3.3 The variables appearing in the survey are the level of e-commerce development.

Entrepreneurship, logistics service level, corporate integrity, entrepreneur's education, the average age of core personnel of the enterprise, and whether they have experience in e-commerce.

Self-sampling of the variable vector set is not as sensitive to the assumptions regarding the independence or exchangeability of the error terms because it does not self-sample the residuals. Therefore, even if the error distribution is not Gaussian or its specific distribution is not known, since self-sampling provides a way to estimate the probability distribution of the parameters, confidence intervals can be determined and hypothesis testing can be performed using standard statistical methods. Since the research sample in this paper is relatively small and may have outliers, but the sample is well representative, thus the self-sampling method can obtain more robust regression results.

IV. CONCLUSION

Some enterprises can grow quickly to become industry leaders, while others have small profits or even fizzle out. These differences in business growth patterns are closely related to the element of entrepreneurship. The entrepreneur not only determines the efficiency of the enterprise's use of resources, but also determines the direction of the enterprise's development and even its life and death. Entrepreneurs often make business decisions based on their own judgment of the internal and external environment, and the entrepreneurial spirit plays an important role in guiding the decision-making process of entrepreneurs, and the difference in entrepreneurial spirit is an important internal factor of

the difference in the growth path of enterprises.

To optimize the business environment, cultivate excellent entrepreneurship and promote the healthy growth of enterprises to provide theoretical guidance entrepreneurship plays an important role influenced by the external environment. As an enterprise wants to develop well and fast, it is necessary to cultivate excellent entrepreneurship and promote healthy growth of enterprises. Redefining entrepreneurship in three dimensions: innovation, risk-taking and contractual spirit, innovation is an important intermediary for entrepreneurship to function and an important way for enterprises to transform and upgrade. E-commerce is ultimately proposed to accelerate the processing speed of information flow, commercial flow and capital flow, which directly brings about cost reduction and service quality improvement for enterprises and enhances their comprehensive competitiveness. The development of enterprise informatization is gradual, through the implementation of ERP and other application systems to improve the overall operational efficiency of enterprises, and then integrated with social informatization and the implementation of e-commerce. After the budding and growing stage, enterprise informatization has entered a mature development stage, and is now being integrated with e-commerce, developing in the direction of integration, collaboration and service. With the gradual improvement of the international e-commerce environment, the conditions of "tradeable" are becoming more and more mature, and the international e-commerce service is developing from regional and economic information aggregation to cross-regional, cross-border and global e-commerce transaction service, which makes the e-commerce service also shift from within the economy to cross-economy, cross-region and global service. Extension. At present, developed countries and regions are striving to maintain their dominant position in the world e-commerce wave by virtue of their strong economic strength and their advantages in e-commerce service resources; developing countries are also actively exploring how to narrow the gap with developed countries in e-commerce services. It can be predicted that e-commerce services will drive the development of global e-commerce and become the focal issue of international e-commerce development in the new period, which heralds a new round of growth in global e-commerce.

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