

A NEW ARMOR TO THE NEW ENTREPRENEURSHIP ENDEAVOURS AGAINST THE NATURAL CALAMITIES AT DISRUPTIVE TIMES

Abstract

When the entire globe is witnessing the fourth industrial revolution, and aftermath of restructuring of the global revolution because of Pandemic situation then prevailed, disruptive technologies evolving at an unprecedented rate. Entrepreneurship endeavors who fail to adopt disruption in their technologies will sooner get replaced. Currently only a few selected Entrepreneurship endeavors who have adopted this new “Disruptive technologies” are enjoying fruits of this new method and in coming days many will come under the fold and adopt this Disruptive technologies and in due course they are going to taste the fulfillment of success by adopting this “Disruptive technologies”. Once stage of more and more new Entrepreneurship endeavors, get into the main stream of Disruptive technologies, then this becomes new, tested and proved alterative way to successes to new Entrepreneurship endeavors. The metamorphosis of adoptions of Disruptive technologies implementations will reach a high and peak once the Entrepreneurship endeavors believes that if they implemented the new ways and means of Disruptive technologies, then they can be assured of sustain and regular and systematic growth which is devoid of the control of certain prevailed conditions. Even if a sudden situation of pandemic or any other natural calamities arises the new “Disruptive technologies” could be an effectively be shield, armor and protection which could not let the Entrepreneurship endeavors to suffer in any manner because of the adversities it has to face. Disruptive technology is an ongoing process in very industry. It is crucial that to explore emerging Strategies that

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implement practices and appeal the front learners and enterprises who are exposed to transformation, challenge the present situation, and continuing In thinking of new ways and ideas to improvise. Entrepreneurs should always grab the opportunity in customer's interest and needs that can be an advantageous in finding innovative solutions and more.

Keywords: Disruptive technologies, New trends in Entrepreneurship, Armor against the Disruptive times.

The industrial development and progress which is main back bone of any nation's growth and prosperity, often suddenly suffers a huge set back because of some or the other natural and manmade calamities and disasters. The very essence of confidence of a new Entrepreneurship endeavors dies a natural death due to disintegration and the uphill task the adverse preposition has been lead into. It get over such situations and bring in more and more young energetic new Entrepreneurship endeavors, a armor of sort is the necessities under which the interest, investment and progress is protected from the natural and manmade calamites and adversities. If any such armor could be implemented then the entire Entrepreneurship endeavors can take shield under its umbrella and a new infant Entrepreneurship endeavors could develop grow spread its wings become strong in it's root and sustain all the hurdles and that may come its way of success. This made the new Entrepreneurship endeavors and engineering industry as whole to look, brain storm, and come with different ways and means to put on trial as the new path secured success. Hence many different ways and means were thought, intensively planned, and its needs and necessities are completely analyzed, and some futuristic methods are developed, and one of such methodology is Disruptive technology.

I. ADOPTION OF DISRUPTIVE TECHNOLOGIES

The futuristic trends in management in general and specifically Entrepreneurship endeavors suffered a huge set back and down fall from its pedestal during invent of Covid Pandemic times. Then prevailed circumstances and situations has forced the Entrepreneur's to look back, re-start and stabilize move ahead getting over acute effects which had caused the downfall and disintegration of the every basic structure and existence of Entrepreneurship endeavors. Hence, it is just and necessary for Entrepreneurship endeavors to have foresight of the remedies and possibilities of how and what is the necessary precautions and plans the Entrepreneurship in general should adopt and be prepared for any futuristic crisis which could come across in the Entrepreneurship endeavors.

When the entire globe is witnessing the fourth industrial revolution, and aftermath of restructuring of the global revolution because of Pandemic situation then prevailed, disruptive technologies evolving at a unprecedented rate. Entrepreneurship endeavors who fail to adopt disruption in their technologies will sooner get replaced, and as per survey conducted 50% of the fortune 500 of the organization will be returned in the upcoming decade due to these power full technologies, only 29% of the Entrepreneurship endeavors have reported investing heavily in Disruptive Technologies.

When a detailed analysis of the pre and post pandemic circumstance and the prevailed situations then, we could categorize largely in the following few headings.

1. Mismatch in raw-material demand and supply.
2. Shortage of Man-power resources.
3. Logistics, Transportation and conveyance.
4. Product Marketing and sales,
5. Finance and banking.

The above referred essential requirements of any Entrepreneurship endeavor, are the basic requirements to which an alternative and an effective pre-remedial measures are to be

ready as plan B as a crisis management alternative. This has opened the flood gates of finding the alternatives and adaptation of disruptive technologies.

The very meaning of Disruptive technologies is that this is the technology which displaces the existing technology by bringing in new methodologies which shakes the industry at the ground level, which could break the product which creates a completely new industry which is ready and prepared to take the adversities of the above referred and listed point that could affect the very basic structure and progress of any prospective Entrepreneurship endeavors.

The distinguishing specifications of Disruptive Technologies are.

1. Bringing down costs of the products to bring in more customers.
2. The highest Risk involved in this solution is that it disrupts existing solutions and it creates an entirely new market segment then the one earlier existed.
3. The new Disruptive technology fundamentally changes the measurement of value.
4. The new Disruptive technology frequently involves new technologies and new model of business.
5. The new Disruptive technology starts gradually and slowly until it reaches main stream and then it grows exponentially.

II. APPROACHES

Having understood the above effects of Disruptive technology, we can identify and characterize the alternatives that the Disruptive technology could bring in to your Entrepreneurship endeavors as follows:-

1. Maximum utilization of Artificial Intelligence,
2. Earlier realization of the virtual or augmented realities.
3. Connecting Entrepreneurship endeavors through
 - Internet and bringing it before the global market.Bringing in block chain technologies which brings down
4. The Influence of third party involvement in financial transaction.
5. The Disruptive technology brings in E-Commerce which
 - Significantly influencing the future.

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III. THE CURRENT STATUS AND IMPORTANCE

As the Entrepreneurship endeavors is in resurgence and adoptive phase, many a Entrepreneurship endeavors, are able to understand the importance of the disruptive technologies, and have come forward to implement to check out the endurance and

sustainability of the new method and its pros and cons. That is the age old adoptive and reaction test followed in the industrialization process and progress, this phase is known by the terms endurance and reliability. This new method of Disruptive technologies is now on test bench marching towards its target and goals, and it is on the path to achieve its anticipated goals.

Currently only a few selected Entrepreneurship endeavors who have adopted this new “Disruptive technologies” are enjoying fruits of this new method, the and in coming days many will come under the fold and adopt this Disruptive technologies and in due course they are going to taste the fulfillment of success by adopting this “Disruptive technologies”. Once stage of more and more new Entrepreneurship endeavors, get into the main stream of Disruptive technologies, then this becomes new, tested and proved alternative way to successes to new Entrepreneurship endeavors.

The metamorphosis of adoptions of Disruptive technologies implementations will reach a high and peak once the Entrepreneurship endeavors believes that if they implemented the new ways and means of Disruptive technologies, then they can be assured of sustain and regular and systematic growth which is devoid of the control of certain prevailed conditions. Even if a sudden situation of pandemic or any other natural calamities arises the new “Disruptive technologies” could be an effectively be shield, armor and protection which could not let the Entrepreneurship endeavors to suffer in any manner because of the adversities it has to face.

IV. FINAL FINDINGS AND SUGGESTIONS

It is well known facts that, change is permanent and nothing could stop it, it is the new Entrepreneurship endeavors which have to adopt and get acquainted and look for its survival in the new times and circumstances, without getting blown out in the new adversities faced by the new Entrepreneurship endeavors. In such prevailing times and after math of Pandemic situations, new and different adoptive ways and means were thought over, and amongst many different technologies, this Disruptive Technology is one of the new technology which found favor with the new Entrepreneurship activities, and few have also tasted initial success and on way to reap the much more dividends having adopted this technology.

The industrial revolution is moving in such a fast phase that what is modern and new technology today is outdated and old technology tomorrow, hence it becomes a prerogative and necessity to look forward into new technologies as well as implementation of the same by the earliest time of the coming of the new technology. Such being the industrial development, it is just and necessary for every leaders to seek answers for these questions, what is required? How and when to implement the new technologies? Weather is feasible or not? How one can become a trend setter? Then Entrepreneurs will be the earliest one to adopt and implement the new technologies, as the old saying goes “attempt to board the train when it is in station, not after it leaves the station.” Hence the common slogan is “be the first to adopt and be the first to reap the best benefits of the same.”

V. CONCLUSION

Disruptive technology is an ongoing process in every industry. It is crucial that to explore emerging strategies that implement practices and appeal the front learners and enterprises who are exposed to transformation, challenge the present situation, and continuing in thinking of new ways and ideas to improvise. Entrepreneurs should always grab the opportunity in customer's interest and needs that can be an advantageous in finding innovative solutions and more.