



# Market and Entrepreneurship in Digital Disruption

Syahid Suhandi Aziz<sup>1\*</sup>, Prety Diawati<sup>2</sup>, Ririn Andriana<sup>3</sup>, Mohd. Heikal<sup>4</sup>, Meiyanti Widyaningrum<sup>5</sup>

<sup>1</sup>Universitas Jayabaya Jakarta, Indonesia

<sup>2</sup>Politeknik Pos Indonesia, Indonesia

<sup>3</sup>STIE Mahardhika Surabaya, Indonesia

<sup>4</sup>Universitas Malikussaleh, Indonesia

<sup>5</sup>Universitas Nahdlatul Wathan Mataram, Indonesia

Received: 09/09/2019

Accepted: 03/11/2019

Published: 20/02/2020

## Abstract

The growth of disruption is raising over each industry, on account of an expansion in registering power, innovation selection and data sharing. These worldwide movements have made markets increasingly productive, given organizations access to a more extensive pool of ability and assets and extended challenge to a worldwide scale. The subsequent changes and weights are testing for all intents and purposes all organizations, from new companies to build up enterprises.

**Keywords:** Disruption, Organizations, Challenge, Changes

## 1 Introduction

Entrepreneurs have never been increasingly significant. What's more, the markets where they work have never showed signs of change so quick. A blasting youthful populace, the decrease of work escalated enterprises, contracting open area payrolls and determinedly large amounts of youth joblessness imply that making the conditions for youthful business visionaries to flourish and fabricate work making organizations is a top need for governments around the globe. Entrepreneurs disrupt market strategic policies and reshape conduct. What's more, today, the world wherein they work is itself being disrupted through digital technologies (1,2).

As governments consider how to set up their economies to prevail in this digital condition, they have to keep a significant inquiry at the bleeding edge: how might they help prepare youthful entrepreneurs for the age of digital disruption? It isn't surprising to see new companies battling to stay aware of progress. It pursues then that hopeful youthful business people, the "computerized locals," are additionally set to confront genuine difficulties except if governments accomplish more to set up the way (3,4). This will require an altogether unique arrangement approach: one that is cross-outskirt, instruction engaged and cooperative.

Data flows and digital platforms are affecting the scale, development and activity of organizations around the

world. The digital economy contributes up to 8% of G20 nations' GDP and that figure is set to ascend, as indicated by information distributed by the European Commission in 2016 (5,6). We are seeing seismic moves in the business world: the development of new items, administrations and plans of action; changes to worldwide exchange and worth chains; expanding availability among organizations; and more prominent portability and cooperation. For business people, computerized interruption brings both hazard and opportunity. Notwithstanding, exploring and grasping this change is a long way from clear.

Youngsters are nearest to advancing digital approaches and ought to be best put to exploit the advantages they offer in business. Be that as it may, to do as such, they need satisfactory help: better access to back and training, and the correct presentation to various markets (7,8).

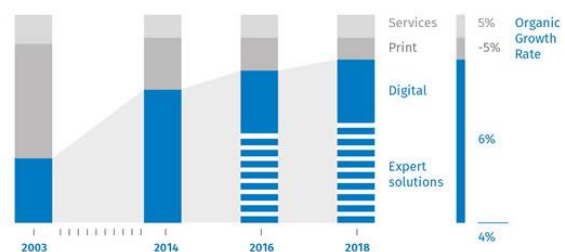


Figure 1: Digital Transformation

## 2 Digital disruption

The change that happens when new business models and digital technologies influence the incentive of existing

**Corresponding author:** Syahid Suhandi Aziz, Universitas Jayabaya Jakarta, Indonesia. E-mail: [sy.asyahidsuhandiaziz@gmail.com](mailto:sy.asyahidsuhandiaziz@gmail.com).

services and goods is known as Digital disruption. The fast increment in the utilization of cell phones for individual use and work, a move now and again alluded to as its consumerization, has expanded the potential for digital disruption crosswise over numerous enterprises (9,10).

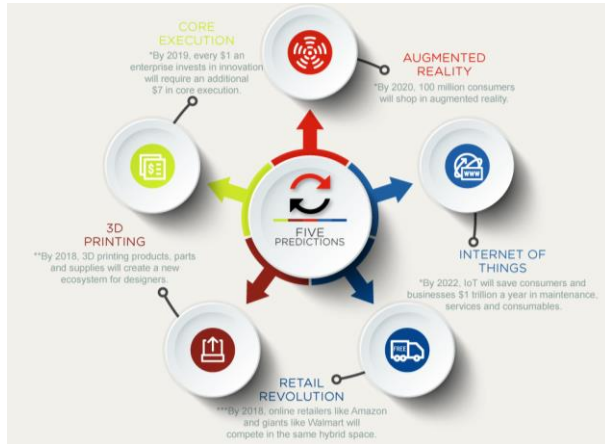


Figure 2: Digital Disruption

For the most part, digital disruption occurs after an advanced development, for example, huge information, AI (ML), bring your own device (BYOD) movement or internet of things (IoT). Digital development at that point influences how client desires and practices advance, making associations move how they make items and administrations, produce promoting material and assess input. This move in computerized system can happen on an individual, authoritative, industry or cultural level (1).

The term digital disruption has moved toward becoming something of a prosaism as of late and is frequently abused to portray any item including computerized innovation or the utilization of digitization to all the more likely go up against commercial center companions. It is regularly mistaken for the term troublesome innovation, a term begat by Harvard Business School educator Clayton M. Christensen to portray another innovation that uproots a set up innovation (2).



Figure 3: Digital Disruption affected industries

### 3 Digital disruption Examples

Some examples of digital disruption are given below:

1. On-request benefits, as Uber, have upset increasingly customary administrations like taxicabs.
2. The advanced camera business disturbed the business of film photography and photograph handling.
3. Freemium items, for example, Spotify, LinkedIn or Dropbox, that enable clients to test a fundamental item with the choice to pay for the full offer, put more accentuation on building up an outstanding brand behind an services or goods.
4. The ascent of electronic perusing has reclassified the print and production industry.
5. The membership economy plan of action, as utilized by organizations like Amazon, Hulu and Netflix, caused a disturbance inside the media and media outlets by changing how substance is gotten to by clients and adapted by promoters (11).

### 4 Digital Disruption Impact on Businesses

Watching out for the ball and knowing the indications of digital disruption developing in your industry implies it can advance beyond the game and work with the stream instead of against it. In addition to the fact that this prevents the rush of digital disruption from washing endlessly prosperity, it can likewise prompt further development and new open doors for the business. digital disruption regularly stamps changes in purchaser needs and in this manner working with the tide enables you to satisfy these developing needs, continuing existing clients cheerful and opening up open doors for new clients to discover what they need from the brand (12,15).

### 5 Areas of Disruption

1. Environment of digital business: champion a G20 entrepreneur visionary versatility visa and advance the improvement of encouraging groups of people for recently arrived business visionaries in G20 have nations, and set up clear rules on information protection and security, including utilization, information rights and quality
2. Digital skills and education of entrepreneurial: organize science, innovation, designing and arithmetic (STEM) in schools, especially for female understudies, and advance youth business enterprise tutoring and training programs inside entrepreneurship and industry systems.
3. Finance access: advance the improvement of beginning period financing and bolster plans for youthful entrepreneurs, including accelerators and incubators.
4. ICT market and digital knowledge base: encourage multi-partner networks and digital clusters, incorporating those with a sectoral or city-level center, alongside instructing and coaching plans, and bolster college business person cooperation, including through financing impetuses for colleges.
5. Entrepreneurial culture: present entrepreneurship as a particular stream in advanced education and coordinate it all through courses at essential and auxiliary levels; draw in industry in creating tech-, computerized, and the board centered preparing; and secure youthful entrepreneurs

visionaries with focused protected innovation arrangements to support development and joint effort with bigger associations and financial specialists (13).

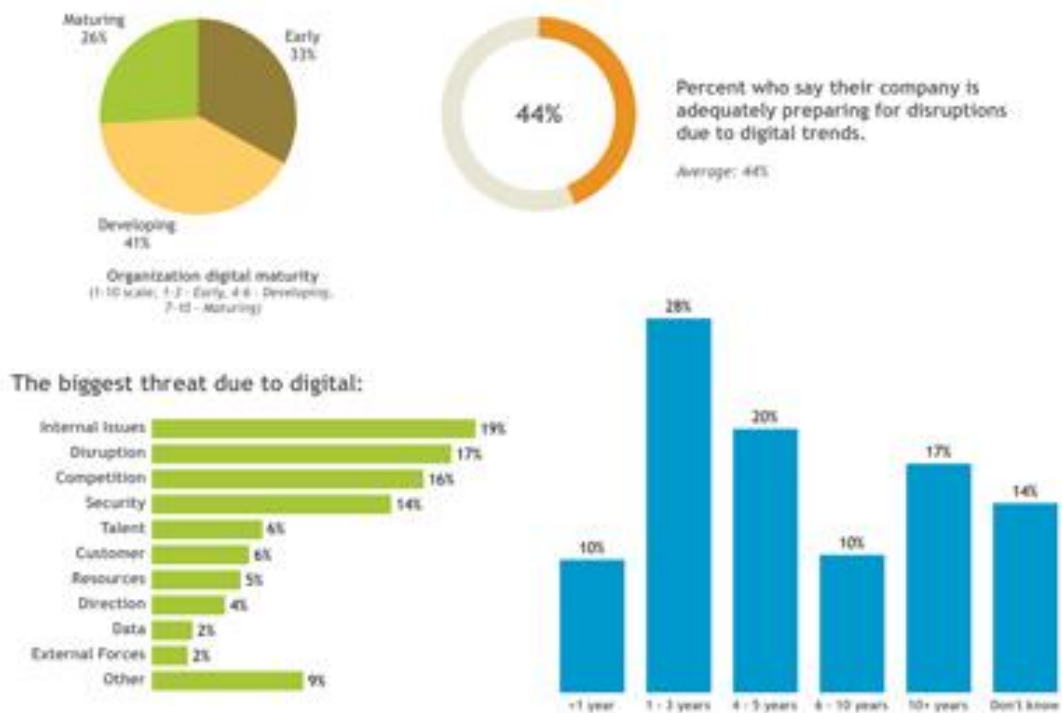


Figure 4: Enterprise for digital future

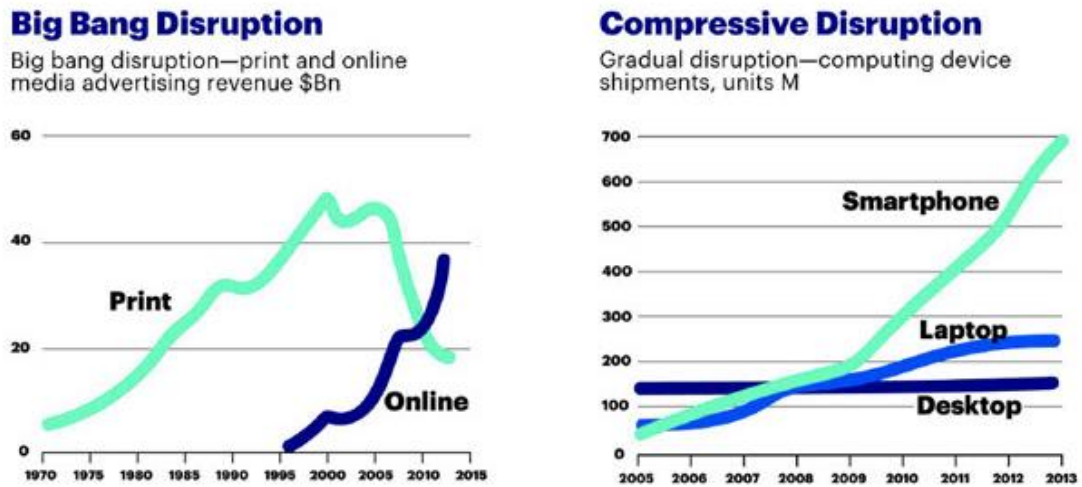


Figure 5: Two Types of Digital Disruption

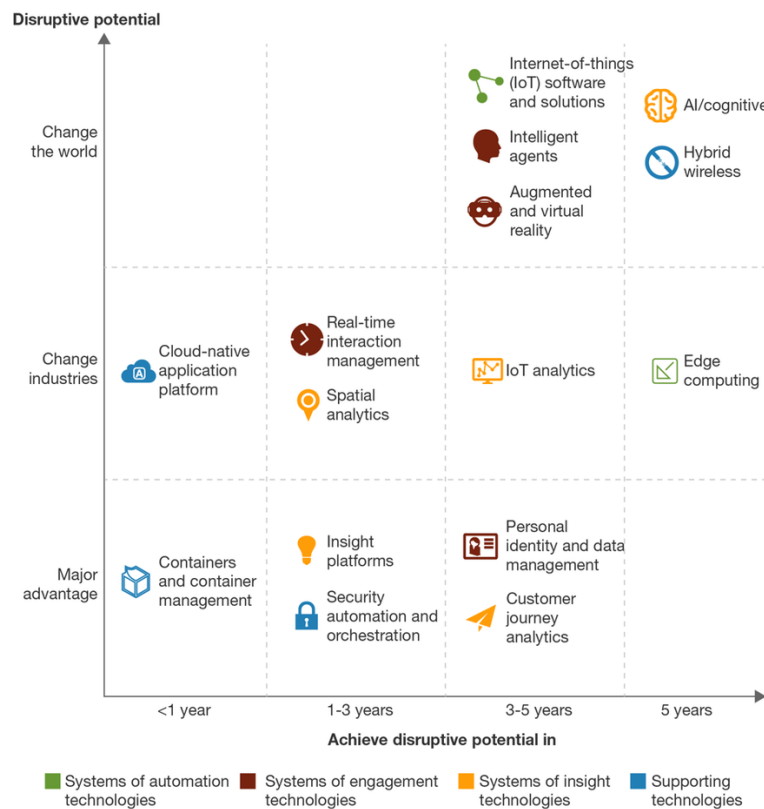


Figure 6: Tehnology for the disruption in market

## 6 Conclusion

Digital disruption alludes to the progressions empowered by computerized innovations that happen at a speed and scale that change built up methods for worth creation, social communications, working together and, all the more for the most part, how it think. Digital disruption can represent a danger or give a chance, refuting existing plans of action while encouraging the making of imaginative new ones. It can happen on different levels, upsetting life, work and strategic policies, industry structures and cultural frameworks.

## References

- Bower JL, Christensen CM. Disruptive technologies: catching the wave, 1995.
- Christensen CM. The innovator's dilemma: when new technologies cause great firms to fail. Harvard Business Review Press; 2013 Oct 22.
- Elie-Dit-Cosaque CM, Straub DW. Opening the black box of system usage: user adaptation to disruptive IT. *European Journal of Information Systems*. 2011 Sep 1;20(5):589-607.
- Maseleno A, Huda M, Jasmi KA, Basiron B, Mustari I, Don AG, bin Ahmad R. Hau-Kashyap approach for student's level of expertise. *Egyptian Informatics Journal*. 2019 Mar 1;20(1):27-32.
- Menon S. Linking generativity and disruptive innovation to conceptualize ICTs. *Internet Research*. 2011 Jan 28;21(3):347-61.
- Katsamakos EG, Georgantzis NC. Open source disruptive-innovation strategy. *Human systems management*. 2010 Jan 1;29(4):217-29.
- Riener K, Gal U, Hamann J, Gilchriest B, Teixeira M. Digital Disruptive Intermediaries: Finding new digital opportunities by disrupting existing business models. University of Sydney, Business School and Capgemini; 2015 Mar 31.
- Webster J, Watson RT. Analyzing the past to prepare for the future: Writing a literature review. *MIS quarterly*. 2002 Jun 1; 26(2).
- Bonnet D, Buvat J, Kvi S. When Digital Disruption Strikes: How Can Incumbents Respond. Capgemini Consulting: Digital Transformation Review-Strategies for the Age of Digital Disruption.(S. 78-88). Capgemini Consulting. Vom Multivariantengeschäftsmodell zur softwaregesteuerten Individualisierung im Auto. 2015;173.
- Rolland KH, Mathiassen L, Rai A. Managing digital platforms in user organizations: the interactions between digital options and digital debt. *Information Systems Research*. 2018 May 2;29(2):419-43.
- Tilson D, Lyytinen K, Sørensen C. Research commentary— Digital infrastructures: The missing IS research agenda. *Information systems research*. 2010 Dec;21(4):748-59.
- Yoo Y, Henfridsson O, Lyytinen K. Research commentary— the new organizing logic of digital innovation: an agenda for information systems research. *Information systems research*. 2010 Dec;21(4):724-35.
- Legner C, Eymann T, Hess T, Matt C, Böhm T, Drews P, Mädche A, Urbach N, Ahlemann F. Digitalization: opportunity and challenge for the business and information systems engineering community. *Business & information systems engineering*. 2017 Aug 1;59(4):301-8.

14. Utesheva A, Simpson JR, Cecez-Kecmanovic D. Identity metamorphoses in digital disruption: a relational theory of identity. *European Journal of Information Systems*. 2016 Jul 1;25(4):344-63.
15. Lucas Jr H, Agarwal R, Clemons EK, El Sawy OA, Weber B. Impactful research on transformational information technology: an opportunity to inform new audiences. *Mis Quarterly*. 2013 Jun 1:371-82.