

E-COMMERCE ENTREPRENEURSHIP: NAVIGATING THE EVOLVING LANDSCAPE OF ONLINE BUSINESS OPPORTUNITIES

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ABSTRACT

This study investigates how the e-commerce entrepreneurial climate is changing and offers a full examination of the opportunities and challenges facing online enterprises. It's crucial to have a solid understanding of e-commerce entrepreneurship in this era of fast digital development. This study aims to provide a comprehensive analysis of e-commerce entrepreneurship by tracing its historical development, outlining the theoretical underpinnings, analyzing different online business models, and looking at the complex factors that influence success in this quickly changing digital environment. E-commerce is very promising, but it also poses several difficulties for business owners. Even though the topic has seen a lot of study, there is still a research gap. There is a shortage of qualitative study on the inventive strategies, multidisciplinary connections, and dynamic character of e-commerce companies. This study undertakes a thorough examination of related literature, including case studies, questionnaires, and comparative analyses, using a qualitative research technique. A sound conceptual framework is developed via thorough research and the synthesis of data from many sources. This study identifies and addresses a gap in the literature on e-commerce entrepreneurship studies by offering a thorough analysis of this difficult topic. It encourages interdisciplinary thinking and gives lawmakers and business leaders strategic guidance. Given the historical context, theoretical foundations, business models, and success criteria, the research's findings provide important understandings into the intricacies of e-commerce entrepreneurship. For e-commerce business owners and legislators, strategic advice are provided, with an emphasis on the value of innovation, flexibility, trust-building, and cross-disciplinary cooperation. In conclusion, this study fills a research need, provides direction for future initiatives in this transformational digital space, and acts as a compass for navigating the shifting environment of e-commerce entrepreneurship.

KEYWORDS

E-commerce entrepreneurship, qualitative research, online business, digital transformation, interdisciplinary collaboration.

1. INTRODUCTION

1.1. Background And Context

The advent and quick growth of e-commerce have had a tremendous impact on the entrepreneurial environment during the past 20 years. The advent of the digital age has altered how goods and services are purchased and provided, opening up new economic opportunities. E-commerce has grown as a global phenomenon that transcends national borders and is transforming businesses and economies all over the world. E-commerce has emerged as a crucial engine of economic growth in the aftermath of the Fourth Industrial Revolution, which is characterized by quick technical improvements and increasing connectivity. Technology and business have combined to develop new markets, transform consumer behaviour, and

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inspire creative company strategies. The e-commerce world is changing at an unheard-of rate, from the emergence of online marketplaces to the expansion of direct-to-consumer firms.



Fig 1. Process of E-Commerce Business

Source: <https://www.magetop.com/blog/process-of-e-commerce-business/>

1.2. Research Rationale

It is crucial to understand the complex dynamics of e-commerce entrepreneurship in the midst of this fast transition. Understanding its complexities is crucial as e-commerce pervades both the local and global business landscapes. Instead of using quantitative analysis, the aim of this study is to explore the intricate world of e-commerce entrepreneurship through qualitative investigation and conceptual research.

1.3. Research Questions

To navigate the evolving landscape of online business opportunities effectively, this study aims to address the following questions:

1. What is known about the broad topic of e-commerce entrepreneurship from a global perspective?
2. What areas of the current body of knowledge need to be filled in or missing pieces are there?
3. What is the significance of addressing these gaps in understanding e-commerce entrepreneurship?
4. What is the rationale behind conducting this qualitative research study?
5. What is the significance of adopting an interdisciplinary approach in comprehending e-commerce entrepreneurship?
6. What theoretical issues and practical problems emerge within the context of e-commerce entrepreneurship, and how can they be elucidated with relevant examples and scholarly references?

1.4. Significance Of The Study

The significance of this study lies in its potential to shed light on the evolving nature of e-commerce entrepreneurship. By addressing the identified gaps in the current literature and examining the theoretical and practical aspects, it will contribute valuable insights to the field. As e-commerce continues to reshape economies and entrepreneurial endeavors worldwide, this research offers a conceptual foundation to better equip scholars, policymakers, and entrepreneurs in navigating this ever-changing landscape.

1.5. Scope and Limitations

Although the goal of this research is to provide readers a thorough grasp of e-commerce entrepreneurship, it is important to recognise that it has certain limitations. This research's qualitative character prevents it from producing statistical data, but it does provide a rich intellectual investigation. The study also mainly concentrates on the conceptual elements of e-commerce entrepreneurship, leaving the empirical examination to future research projects.

1.6. Research Methodology

To respond to the research questions and fulfil the objectives of the study, a qualitative research methodology was employed. To understand the complexity and subtleties of e-commerce entrepreneurship, qualitative methodologies such as content analysis of academic literature, case studies, and expert interviews will be used. This technique was adopted to provide the audience a thorough comprehension of the topic. In the sections that follow, we set out on a tour through the literature's historical changes, analyzing the history of e-commerce entrepreneurship and locating the key research gaps. This study also discusses the many disciplinary points of view, real-world challenges, and theoretical underpinnings of this study.

2. STATEMENT OF THE PROBLEM

2.1. The Rapid Evolution of E-Commerce

For business owners, the quick development of e-commerce in the digital age has brought both possibilities and difficulties. E-commerce has evolved into a dynamic and ever-changing industry as customer preferences and technology change. The challenge is in comprehending how business owners may use this dynamic environment to their advantage for long-term, profitable growth.

2.2. Challenges Faced By E-Commerce Entrepreneurs

Entrepreneurs in the e-commerce industry face several problems that require fixes. These difficulties include things like ferocious rivalry, the complexity of digital marketing, cybersecurity risks, supply chain interruptions, and shifting customer expectations. The existence and success of e-commerce endeavours depend on the ability to recognise and handle these issues. Therefore, the issue statement focuses on defining approaches to get over these obstacles and succeed in the online economy.



Fig 2. Challenges Faced by E-commerce Entrepreneurs

Source:<https://theinvestorsbook.com/e-commerce.html>

2.3. Emerging Opportunities in Online Business

E-commerce entrepreneurs encounter a myriad of challenges that demand solutions. These difficulties include things like ferocious rivalry, the complexity of digital marketing, cybersecurity risks, supply chain interruptions, and shifting customer expectations. The existence and success of e-commerce endeavours depend on the ability to recognize and handle these issues. Therefore, the issue statement focuses on defining approaches to get over these obstacles and succeed in the online economy.

2.4. Gap in Knowledge and Research

Despite the e-commerce industry's rapid expansion and the significant effects it has had on entrepreneurship, there is still a glaring knowledge and research deficit. The issue statement refers to this gap in knowledge of the many facets of online business, particularly from a qualitative standpoint. Although quantitative studies have offered insightful information, there is a lack of thorough conceptual study that explores the complex dynamics of e-commerce entrepreneurship, its theoretical foundations, and its real-world difficulties. This research intends to fill in this information gap and contribute to a more thorough knowledge of the altering environment of online business opportunities for entrepreneurs by offering a qualitative assessment of the subject.

3. OBJECTIVE OF THE STUDY

3.1. Main Research Objective

This study's main objective is to conceptualize and in-depth assess the evolving landscape of e-commerce entrepreneurship. It aims to provide a qualitative understanding of the challenges, opportunities, and theoretical underpinnings that shape the world of online business efforts with a focus on their relevance in the digital era.

3.2. Specific Research Objectives

The following particular research goals will direct this study in order to fulfil the study's main objective:

1. To Examine the Evolution of E-commerce Entrepreneurship: To achieve this goal, it is necessary to follow the development of the e-commerce sector over time, from its inception to the present, in order to identify key turning points and milestones.
2. To Identify and Analyse Challenges Faced by E-Commerce Entrepreneurs: The goal of this purpose is to identify the particular difficulties and problems that e-commerce business owners face in the current digital environment. It entails a qualitative investigation of the varied difficulties people encounter.
3. To Investigate Emerging chances in Online Business: This goal is to find and comprehend new chances in the e-commerce industry. Investigating novel business concepts, technology, and consumer patterns that offer opportunities for development
4. To Investigate Emerging chances in Online Business: This goal is to find and comprehend new chances in the e-commerce industry. It entails looking at cutting-edge technology, consumer trends, and business models that offer opportunities for expansion for entrepreneurs.
5. To Address the Research and Knowledge Gap: This goal attempts to close the current qualitative research gap on e-commerce entrepreneurship. It entails completing a thorough analysis of pertinent literature and theoretical frameworks, which advances our knowledge of the topic.
6. To Discuss Theoretical Issues and Real-World Issues: This goal examines the theoretical underpinnings of e-commerce entrepreneurship and discusses pertinent theoretical frameworks and their relevance. It also looks at the actual challenges encountered by entrepreneurs through case studies and interviews with industry professionals.
7. To Promote an Interdisciplinary Approach: This goal emphasises how critical it is to take an interdisciplinary viewpoint in order to comprehend e-commerce entrepreneurship. It tries to demonstrate how knowledge from a variety of disciplines, including business, technology, and sociology, may improve our comprehension of this developing sector.

This study intends to give a thorough and qualitative analysis of e-commerce entrepreneurship by addressing these particular research objectives, illuminating its intricacies, possibilities, and problems in the digital era.

4. LITERATURE REVIEW

4.1. Historical Development of E-commerce

E-commerce's origins may be traced to the early 1970s, when EDI, or electronic data interchange, made business-to-business transactions simpler. E-commerce has changed dramatically throughout the years as a result of technical improvements. The road was laid for the e-commerce behemoths we see today by early pioneers like Amazon and eBay. Notably, the first online purchasing system, which served as the forerunner of contemporary e-commerce platforms, was developed in 1979 by Michael Aldrich. Researchers like Du, S., &

Li, H. (2020) draw attention to the significant turning points in the development of e-commerce. They emphasise how the advent of safe payment methods, the expansion of the internet, and the increasing use of mobile devices have all impacted the e-commerce scene.

4.2. Theoretical Foundations of E-Commerce Entrepreneurship

4.2.1. Resource-Based View (Rbv)

According to Barney's (1991) Resource-Based View (RBV) philosophy, a firm's competitive advantage comes from its distinct resources and competencies. Researchers like Trąpczyński, P., & Kawa, A. (2023) contend that RBV may be used to evaluate the strategic assets (such as technology and brand reputation) that support the success of online enterprises. It offers a framework for comprehending how e-commerce business owners use their resources to obtain an advantage over the competition.

4.2.2. Transaction Cost Economics (Tce)

Williamson (1975) first proposed the Transaction Cost Economics (TCE) theory, which focuses on minimizing transaction costs within commercial partnerships. Researchers like Julkunen, S. (2023) have looked at how TCE principles may be utilized to analyse how entrepreneurs decide between market mechanisms and hierarchical governance structures while conducting business online.

4.2.3. Network Theory

According to Imran, M. (2023), network theory emphasizes the significance of social and professional networks in e-commerce enterprise. These scholars contend that the strength and organisation of networks play a key role in defining how simple it is to gain access to resources, information, and opportunities in the online business environment.

4.3. Online Business Models

4.3.1. B2B (Business-To-Business)

B2B e-commerce methods have become more popular recently. Researchers like Hewei, T., & Youngsook, L. (2022) have looked at how B2B e-commerce platforms enable business-to-business transactions, simplifying supply chains and lowering transaction costs.

4.3.2. B2C (Business-To-Consumer)

E-commerce B2C models have received a lot of research. Researchers like Hajli, N. (2020) have investigated how B2C platforms affect consumer behaviour, from decision-making to interactions after purchases.

4.3.3. C2C (Consumer-To-Consumer)

Researchers like Kim, N. L., & Jin, B. E. (2021) have emphasised the growth of C2C platforms, which include Airbnb and eBay as examples. Their research explores the dynamics of peer-to-peer transactions, reputation, and trust in C2C e-commerce.

4.4. Factors Influencing E-Commerce Success

4.4.1. Technology And Infrastructure

It is generally known how important technology is to the success of e-commerce. Strong e-commerce platforms, security precautions, and user-friendly interfaces are important, according to academics like Alayli, S. (2023).

4.4.2. Marketing And Customer Acquisition

Purnomo, Y. J. (2023) has researched e-commerce marketing strategies. They discuss how important it is to employ digital marketing, social media marketing, and customer relationship management to entice and retain customers.

4.4.3. Legal And Regulatory Considerations

E-commerce legal and regulatory issues are covered by academics like Treiblmaier, H., & Sillaber, C. (2021). They look at difficulties with intellectual property, privacy, and adherence to international laws.

4.4.4. Competitive Landscape

Researchers like An, B., & Chung, J. (2023) examine the e-commerce market's competitive environment. They talk about market dynamics, competitive factors, and the effects of disruptive innovations.

4.5. Current Trends In E-Commerce

Researchers like McKee, S., Sands, S., Pallant, J. I., & Cohen, J. (2023). have researched current e-commerce trends including omnichannel retail, AI-driven personalization, and sustainability. Their work demonstrates how internet commerce is always developing.

4.6. Conceptual Framework For E-Commerce Entrepreneurship

Academics with an emphasis on business model innovation, such as Curtis, S. K., & Mont, O. (2020), have offered conceptual frameworks for e-commerce entrepreneurship. Their study explores how entrepreneurs might use cutting-edge business concepts to generate and seize value in the digital economy. The major ideas and theories that constitute the basis of e-commerce entrepreneurship are outlined in this literature study. It highlights the contributions of many academics and their perceptions on the theoretical underpinnings, business models, and influential variables in the field of e-commerce.

5. THEORETICAL FRAMEWORK

5.1. Resource-Based View (RBV) And E-Commerce Entrepreneurship

5.1.1. RBV Principles And E-Commerce

The Resource-Based View (RBV) theory of Barney (1991) contends that a firm's competitive advantage comes from its unique resources and competencies. In the context of e-commerce entrepreneurship, this theory provides a valuable lens through which we may understand how enterprises use their resources to establish a competitive edge. In e-commerce, where digital

assets and capabilities are crucial, RBV concepts are very applicable. The RBV framework, according to academics like Kovacova, M., & Lewis, E. (2021), may be used to evaluate the strategic assets of online enterprises. Data analytics, customer databases, and intellectual property are all included in this. These tools help e-commerce business owners develop unique items, improve consumer experiences, and streamline operations.

5.1.2. Application of RBV To Online Business

The strategic allocation and leveraging of resources by businesses shows the applicability of RBV to online commerce. For instance, e-commerce behemoths like Amazon have successfully tapped into their vast distribution networks, consumer information, and proprietary technology to establish supremacy in the online retail space. Due to the difficulty of rivals duplicating these resources, this is in line with RBV principles. Additionally, in order to make the most of their resources, smaller e-commerce businesses frequently concentrate on niche markets or distinctive product offers. An artisanal online marketplace, for instance, may rely on the expertise of its sellers, the validity of its products, and the steadfastness of its customer base to acquire a competitive edge.

5.2. Examples of Successful RBV-Driven E-Commerce Ventures

5.2.1. Amazon

One well-known example of an online business that adheres to RBV's tenets is Amazon. The large product catalogue, in-house recommendation algorithms, highly effective fulfilment centres, and a worldwide shipping network are only a few of the company's many resources. These tactical advantages have allowed Amazon to provide customers with unmatched ease and take the lead in e-commerce. The RBV's emphasis on using distinct resources for long-term competitive advantage is in line with Amazon's ongoing innovation in supply chain management, technology, and customer service.

5.2.2. Alibaba

The Chinese e-commerce juggernaut Alibaba is another example of RBV-driven success. The main assets of Alibaba are its online marketplaces, Alipay payment system, cloud computing infrastructure, and a wealth of consumer behaviour data. Through the successful use of data-driven insights to improve user experiences and support e-commerce operations, Alibaba has been able to develop a broad ecosystem that links companies and customers. The RBV framework explains how Alibaba's distinctive resource portfolio has aided in the company's fast expansion and market dominance.

5.3. Critiques and Limitations of RBV in E-Commerce

RBV offers insightful analysis into e-commerce entrepreneurship, but it is not without criticism and restrictions. RBV can be too internally focused, according to critics, and may not sufficiently manage external market variables such quick technical advancements and changes in customer tastes. A resource that gives a competitive edge today can become outdated tomorrow in the dynamic e-commerce industry, threatening the sustainability component of RBV. The importance of alliances, network effects, and external collaborations, which are becoming more significant in the linked world of e-commerce, may also not be properly taken into account by RBV. For instance, to increase its reach and functionality, a successful e-commerce platform may rely on social networking platforms, digital marketing companies, and third-party logistical partners. Consequently, despite the fact that RBV provides a significant theoretical framework for comprehending e-commerce

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entrepreneurship, it is essential to be aware of its limitations and to supplement it with additional theories and perspectives in order to provide a comprehensive understanding of the complex and ever-changing e-commerce landscape.

6. EMPIRICAL STUDY

6.1. Research Design

The research strategy for this qualitative and conceptual study focuses on acquiring and analyzing existing data, concepts, and ideas to gain a deeper comprehension of the issue. It is necessary to conduct a thorough and rigorous analysis of the pertinent data in order to build a strong conceptual framework and know the nuances of e-commerce operations.

6.2. Data Collection

Case studies, questionnaires, and comparison analyses act as the sources of primary data for this empirical investigation. Through the checking of scholastic information bases, diaries, books, and papers, key realities and bits of knowledge on internet business are recovered.

6.3. Data Analysis

In this instance, data analysis entails evaluating and combining data from various sources. It includes making connections in the mind, contrasting and comparing multiple points of view, and identifying recurring themes. The goal is to have a comprehensive grasp of e-commerce entrepreneurship in addition to statistical analysis.

6.4. Extensive Review of Related Studies

6.4.1. Case Studies of E-Commerce Startups

We extensively rely on case studies in our empirical inquiry. We will thoroughly examine a few established and emerging e-commerce enterprises in order to understand their strategy, resource needs, and obstacles. In order to understand successful and unsuccessful e-commerce entrepreneurship, we will study well-known case studies like Amazon, Alibaba, and new enterprises.

6.4.2. Surveys on E-Commerce Entrepreneurship

The main emphasis will be on qualitative research, although studies and surveys on e-commerce entrepreneurship will also be taken into account. These surveys provide helpful quantitative data that supports qualitative insights and may be used to identify patterns, trends, and emerging issues in the industry.

6.4.3. Comparative Analysis of Online Business Models

An integral component of this empirical study is the comparative analysis of several online business models (B2B, B2C, and C2C) in the context of the e-commerce business environment. It will be possible to identify which facets of entrepreneurship are impacted by the choice of business model by contrasting the advantages and disadvantages of each model.

6.5. Research Gap Identification

The process of identifying research gaps entails carefully examining the available literature to identify areas where the information is insufficient or deficient. This study will pinpoint particular knowledge gaps about e-commerce entrepreneurship by contrasting various studies, ideas, and conclusions. The cornerstone for the research's contribution to the discipline will be these gaps.

6.6. Findings From the Empirical Study

In lieu of new data or statistical analysis, the findings of this empirical research will be a synthesis of past knowledge. Insights from the thorough evaluation of linked research, case studies, surveys, and comparative analyses are to be combined. These conclusions will be applied to create a solid conceptual framework that responds to the study goals and issues mentioned in earlier sections. The empirical portion of this qualitative and conceptual study is on a thorough examination of the body of information and its synthesis to offer a thorough grasp of e-commerce entrepreneurship. The research will contribute to closing the knowledge gap and developing the field through this thorough investigation.

7. RESEARCH GAP

7.1. Identification of Research Gap

Any study must begin by determining a research gap since it helps to clarify the boundaries of what is currently known and highlights areas that require more research. Despite the fact that several academics have made substantial contributions to the field of e-commerce entrepreneurship, the industry's dynamic nature always presents fresh challenges. To promote academic advancement and real-world applications, researchers like Wu, Q., Yan, D., & Umair, M. (2023) have emphasised the need of identifying and correcting research gaps. Business models, technological adoption, and market strategies are just a few of the aspects of e-commerce entrepreneurship that have been carefully studied. As the digital world develops swiftly, it is evident that a number of facets of e-commerce company are yet undiscovered. For instance, the current growth of using blockchain technology in e-commerce transactions necessitates further study. H. Treiblmaier, C. Sillaber, and others (2021).

7.2. The Gap To Be Filled

The lack of comprehensive qualitative studies that provide an in-depth understanding of the evolving environment of e-commerce entrepreneurship is the area of study that needs to be addressed in this field. Although great insights have come from quantitative research, conceptual research that explores the complex dynamics, difficulties, and possibilities in this field is noticeably lacking. By combining current research and creating a solid conceptual framework for understanding e-commerce entrepreneurship, this qualitative study seeks to close this knowledge gap. Additionally, the study will focus on the dearth of multidisciplinary viewpoints in e-commerce entrepreneurship studies. Academics like Pascucci, F., Savelli, E., & Gistri, G. (2023) have pushed interdisciplinary study in the field of information systems, but it is still a largely untapped territory in the context of e-commerce entrepreneurship. This study uses an interdisciplinary approach to better understand the connections between and influences on e-commerce entrepreneurship across several fields, including business, technology, and sociology.

7.3. Contribution to the Field

This study makes numerous contributions to the field of e-commerce entrepreneurship. By providing a thorough and high-quality analysis of the issue, it first seeks to close the knowledge gap. This commitment's thoughts are in accordance with those of scholastics like Alsedrah, I. (2023), who underline the significance of filling research holes to more readily grasp business peculiarities. Second, this research supports an interdisciplinary approach to e-commerce entrepreneurship. By blending views from diverse sectors, it seeks to give a thorough grasp of the difficulties and possibilities encountered by business owners in the digital era. Academics like Lundgren, J. (2022), who argue that the study of entrepreneurship should transcend traditional departmental boundaries, agree with this interdisciplinary perspective. Finally, as the e-commerce landscape changes, the conceptual framework developed in this study will be a helpful resource for academics, decision-makers, and entrepreneurs. It gives stakeholders the tools they need to make intelligent decisions and promote innovation by providing a theoretical framework for understanding the complexity of online business possibilities. In conclusion, this study seeks to significantly advance the field of e-commerce entrepreneurship by resolving knowledge gaps, promoting multidisciplinary methods, and offering useful information on the nature of the digital market. It expands on the groundwork established by earlier researchers while attempting to advance the discipline at a time of quick technology advancement and increased connection.

8. RECOMMENDATIONS

8.1. Strategic Recommendations For E-Commerce Entrepreneurs

Given the conclusions from this qualitative and conceptual study, a number of tactical suggestions may be made to e-commerce business owners hoping to succeed in the changing digital landscape:

8.1.1. Embrace Innovation And Adaptability

Inferring from the results, it is clear that creativity and adaptability are crucial for e-commerce success. Entrepreneurs need to encourage a culture of constant innovation, keep a close eye on technical developments, and be ready to quickly modify their company models to suit shifting consumer tastes.

8.1.2. Leverage Data Analytics

Data analytics is a key component of e-commerce success. To properly utilize consumer data, entrepreneurs should invest in data analytics technologies and people. Product suggestions, inventory management, and personalized marketing campaigns may all benefit from this data-driven methodology.

8.1.3. Foster Customer Trust

An essential component of online transactions is trust. To gain and keep consumers' confidence, business owners should place a high priority on cybersecurity measures, open communication, and dependable customer service.

8.1.4. Explore Niche Markets

As the study emphasised, specialised markets might present chances for differentiation. Entrepreneurs should research the niche markets for e-commerce and create goods that are catered to their needs and preferences.

8.1.5. Collaborate And Network

The study emphasises how crucial networks and partnerships are to e-commerce. To increase their resources and reach, entrepreneurs should actively look for collaborations with comparable companies, use social media, and join trade groups.

8.2. Policy Implications

Several policy implications are suggested by this study's findings for regulatory and policymaking bodies:

8.2.1. Support Innovation Ecosystems

Governments should promote entrepreneurial education, give grants or subsidies to businesses specializing in cutting-edge e-commerce solutions, and provide incentives for research and development in order to cultivate a climate that is innovation-friendly.

8.2.2. Strengthen Consumer Protection Measures

Policymakers should pass and implement strict consumer protection legislation in order to ensure consumer confidence in online shopping. This comprises rules governing data privacy, the calibre of the products, and dispute resolution procedures.

8.2.3. Promote Digital Inclusivity

It is important to work to close the digital gap, especially in underprivileged areas. Governments and international organizations can invest in digital infrastructure and provide training to enable more individuals and businesses to participate in e-commerce.

8.3. Areas For Future Research

Even though the indicated research gap has been filled and useful insights into e-commerce entrepreneurship have been supplied, there are still areas for future research that might improve our comprehension of this dynamic field:

8.3.1. Longitudinal Studies

Long-term studies tracking the evolution of e-commerce entrepreneurship over several years can provide insights into how strategies and challenges change over time. This can help entrepreneurs anticipate future trends.

8.3.2. Comparative International Studies

Comparative studies that examine e-commerce entrepreneurship across different countries and regions can shed light on the influence of cultural, regulatory, and economic factors on business strategies.

8.3.3. Ethical Considerations

Research focusing on the ethical dimensions of e-commerce entrepreneurship, including issues related to sustainability, fairness, and responsible AI, can contribute to a more responsible digital business landscape.

8.3.4. Emerging Technologies

Studies that examine the effects of new technologies like blockchain, augmented reality, and the Internet of Things on e-commerce entrepreneurship are crucial for keeping at the forefront of the sector given the quick speed of technological innovation. In summary, this study not only identifies and fills the research vacuum in the area of e-commerce entrepreneurship, but it also offers practical advice for businesspeople and decision-makers. Additionally, it identifies prospective areas for further study to make sure that our comprehension of this dynamic discipline keeps developing and adapting to the rapidly changing digital context.

9. CONCLUSION

9.1. Summary of Key Findings

In this thorough qualitative and conceptual investigation of e-commerce entrepreneurship, we set out to investigate the complex and constantly changing world of online company potential. We have uncovered a tapestry of insights as a result of our investigation, shining light on the obstacles, chances, and theoretical foundations that influence the world of digital entrepreneurship. We investigated the origins of e-commerce, following its path from the first electronic data exchange to the current era of personalized AI experiences and blockchain-based trust. We looked at the theoretical underpinnings, highlighting the value of the Resource-Based View (RBV) in comprehending how businesspeople make use of their special resources to obtain an advantage over the competition. The world of online business models was also explored in our study, from the complex dynamics of B2B and B2C to the trust-based transactions of C2C platforms. We examined the variables affecting the success of e-commerce, from marketing and technology to regulatory issues and market competition. We looked at the trends influencing the e-commerce sector and emphasised how important it is for business owners to embrace innovation and adaptation.

9.2. Revisiting Research Objectives

Reviewing our research objectives reveals that we have made excellent progress towards achieving them:

1. We looked at the evolution of e-commerce entrepreneurship from its conception to the present by tracing its historical development, which gave us a backdrop for comprehending the trip.
2. We Recognized and Examined the Problems E-Commerce Entrepreneurs Face: We discovered the numerous difficulties faced by business owners in the digital environment via our investigation of elements affecting e-commerce performance.
3. We Investigated Emerging Opportunities in Online Business: Our research highlighted the significance of adaptation while shedding light on the cutting-edge technology, consumer trends, and business models that offer development opportunities for company owners.

4. We Addressed the Research and Knowledge Gap: By performing a thorough qualitative assessment of relevant papers, we filled a knowledge and research gap by advancing our understanding of e-commerce entrepreneurship.

5. We Discussed Theoretical Issues and Real-World Issues: We were able to offer a thorough picture of e-commerce business and demonstrate the value of RBV and multidisciplinary approaches by looking at theoretical frameworks and actual problems.

9.3. Closing Remarks on E-Commerce Entrepreneurship

To sum up, it is critical to understand that e-commerce entrepreneurship is not only a business discipline but rather a dynamic ecosystem of invention, connection, and adaptability. As digital technology advances, entrepreneurs who wish to flourish in the digital age must forge ahead into new seas while maximizing their resources, fostering creativity, and building trust. A core knowledge of e-commerce entrepreneurship has been offered by our study, but the journey is far from complete. The digital environment will continue to evolve, providing new opportunities and challenges. Our research, we hope, will serve as a guide for future academics, entrepreneurs, and lawmakers as they investigate the limits of online trade. Let's consider Jeff Bezos' legendary e-commerce forerunner quote, "Invention comes in many forms and at many scales," as we draw to a close. Inventions that enable people to release their creativity are frequently the most daring and transformational. Let e-commerce entrepreneurship empower us to determine the future of digital commerce by fostering innovation, creativity, and the pursuit of knowledge. We welcome all e-commerce businesses to join us on this exciting adventure in the spirit of ongoing learning and discovery since it is only through our combined efforts that we will be able to fully explore the limitless potential of the digital frontier.

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