Entrepreneurship & Internet Technologies

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Entrepreneurial Learning

1. **Personal & Social Emergence**
- Development of Entrepreneurial Identity
    - Sense of Self & Future Aspirations
- Education and Career Formation
    - The role of family
- Social Relationships
    - Who are you?
    - Who do you want to be?
    - How do you prefer to be recognized?

Entrepreneurial Learning

2. Contextual Learning

- Emerges from participation in community, industry, & other networks

- Shared meaning is constructed

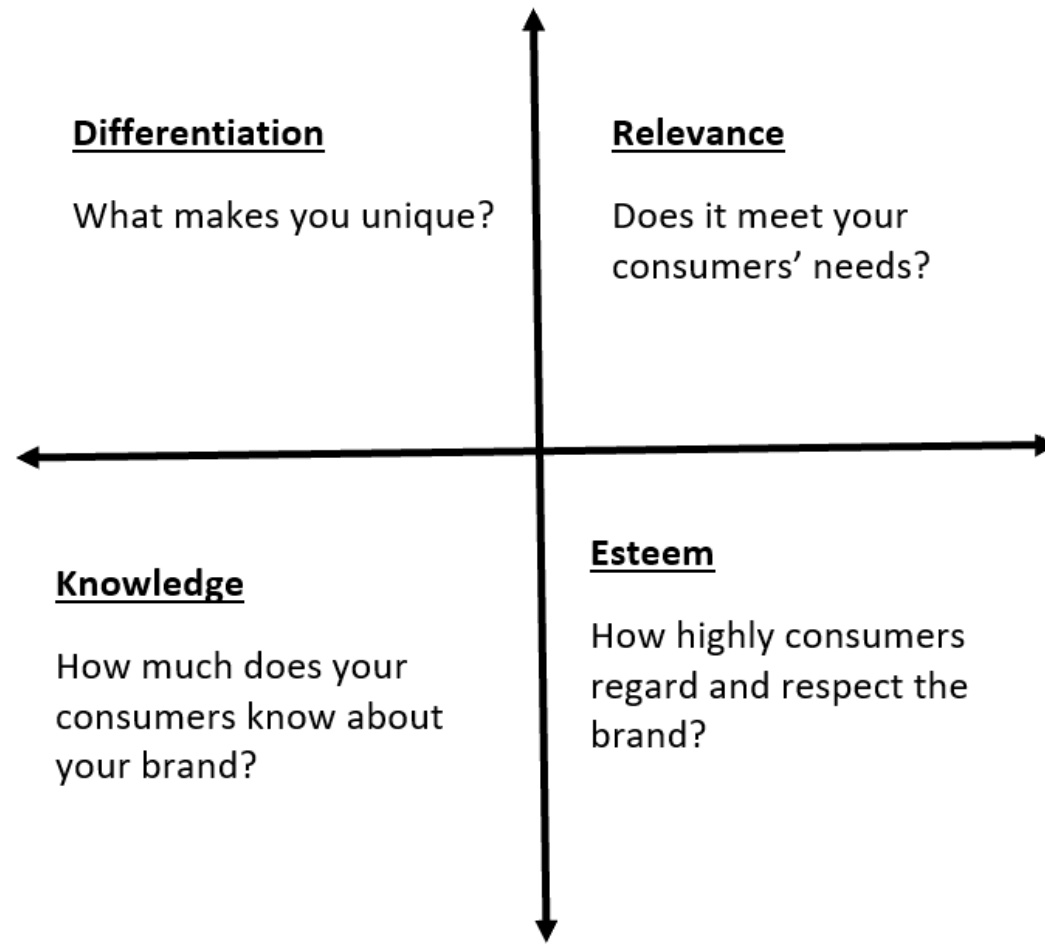- People develop the ability to recognize opportunities

Entrepreneurial Learning

3. The Negotiated Enterprise

- The business venture emerges from the negotiated relationship with others.

- Friends, customers, investors, and employees help shape your business venture.

Branding

Differentiation

What makes you unique?

Relevance

Does it meet your consumers' needs?

Knowledge

How much does your consumers know about your brand?

Esteem
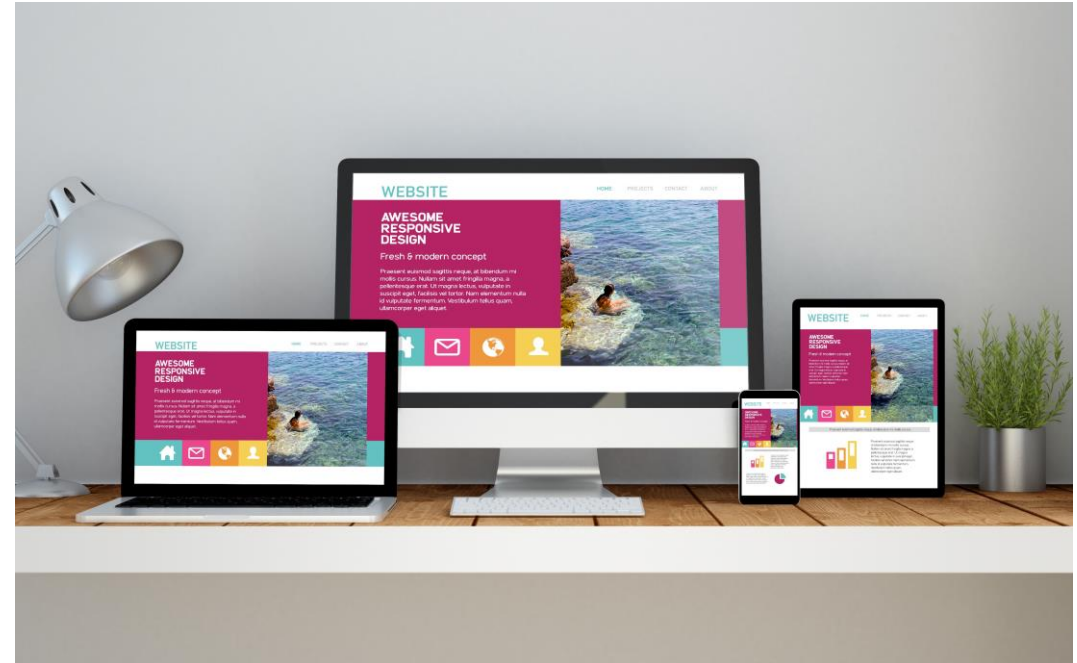
How highly consumers regard and respect the brand?

Note. Brand Strength Continuum. Adapted from Principles of Marketing by P. Kotler and G. Armstrong (2012), 14th ed. New Jersey: Pearson Prentice Hall.

Communication Channels

Social Media
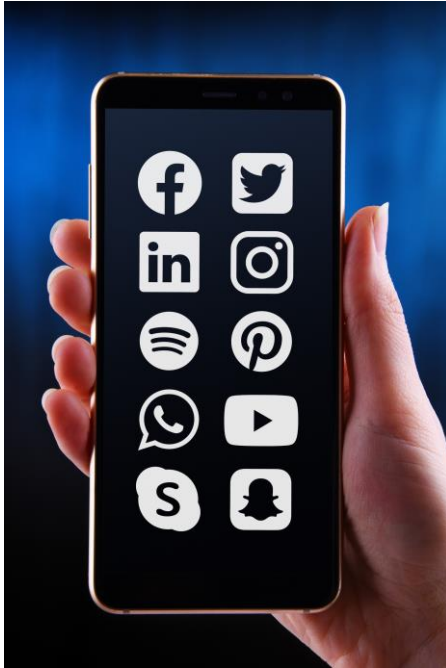
Websites

Personal Branding: Social Media

- Social media provides a platform and structure to promote yourself or your business at low or no cost (Karaduman, 2013).

- Digital footprint (Labrecque et all, 2011)

- Be careful about how do you present yourself!

- Make sure people find positive information about yourself (Smith, 2018).

The Downside of Social Media
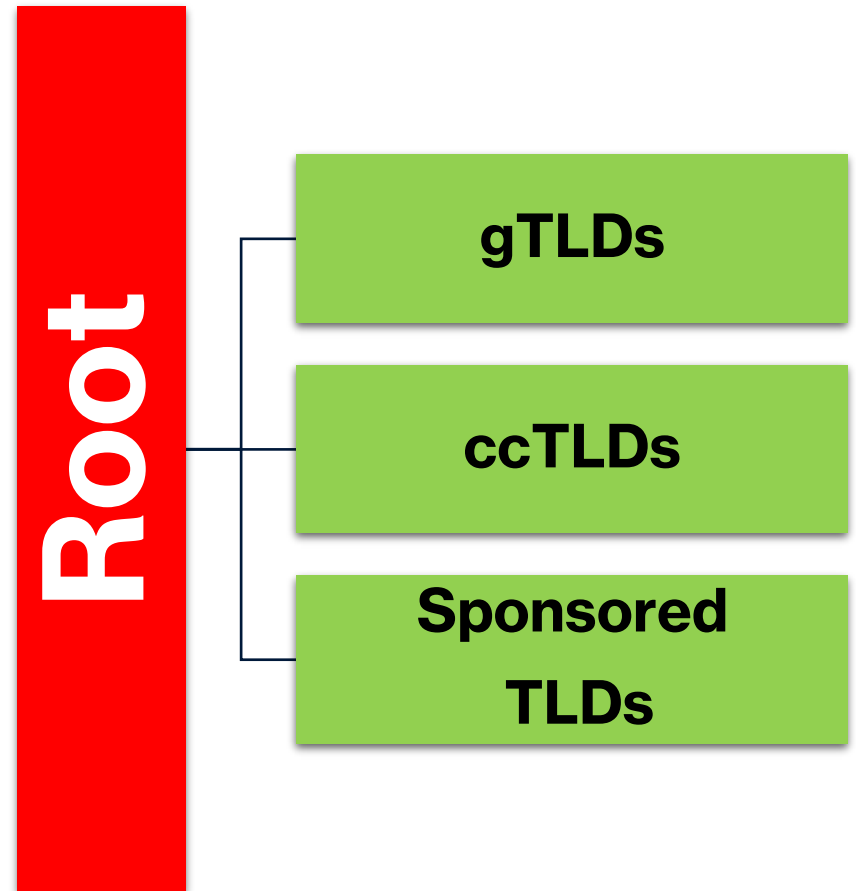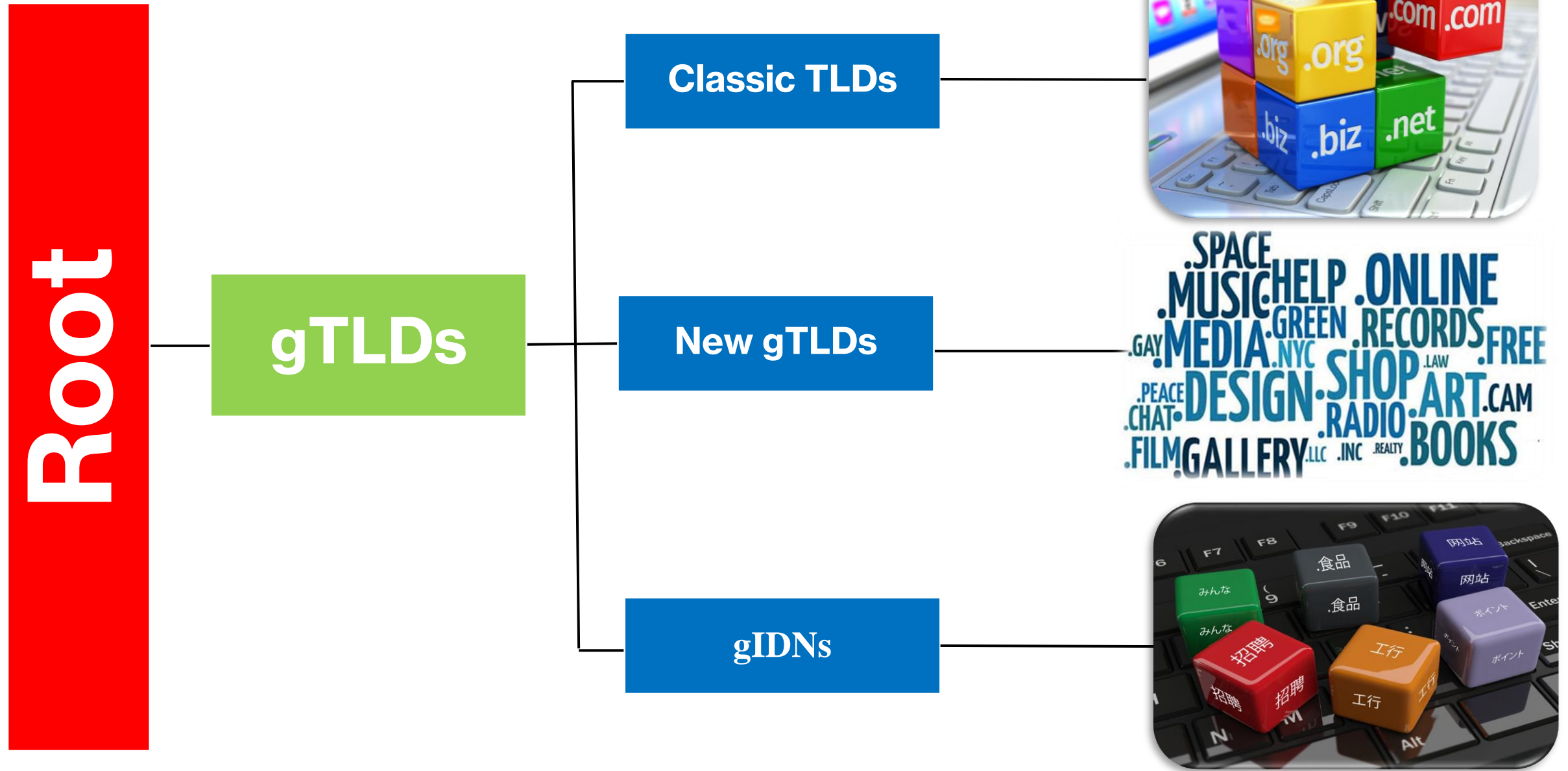
Biz or Personal Websites

- Control of the look-n-feel
- Access to statistics and customer path (Analytics)
- Databases
- Personality
- Message that resonates
- Unique customer journey

Types of Domain Names

Root

- gTLDs
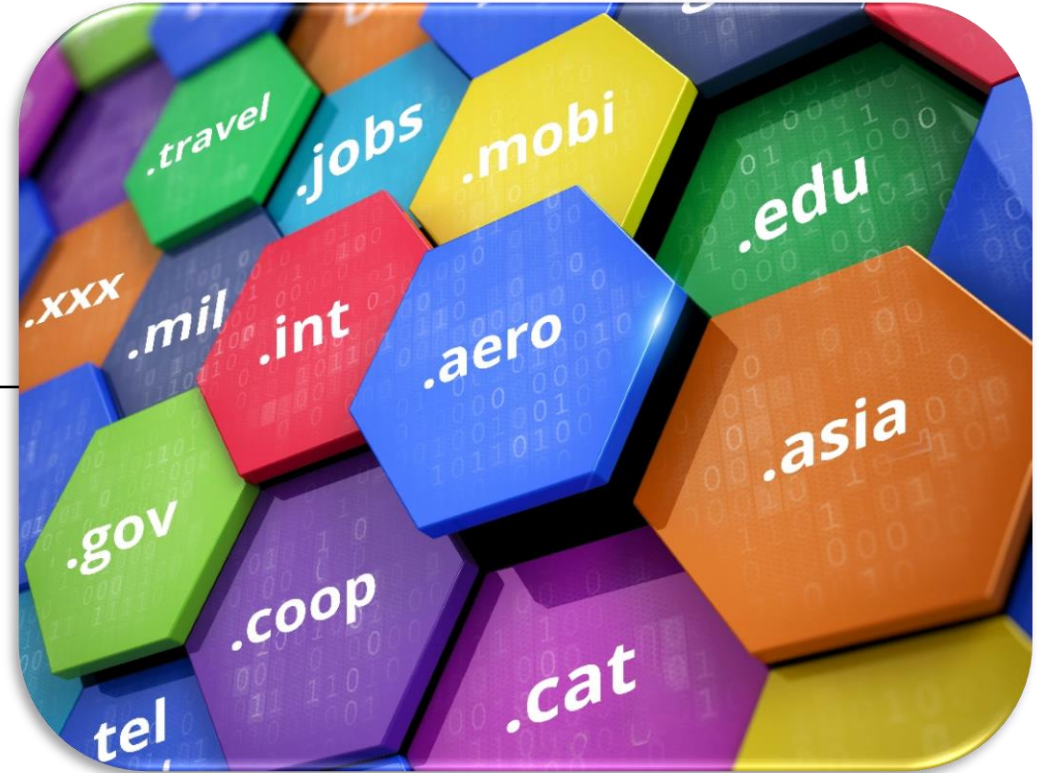- ccTLDs
- Sponsored TLDs

Types of Domain Names

Root

gTLDs

Classic TLDs

New gTLDs

gIDNs
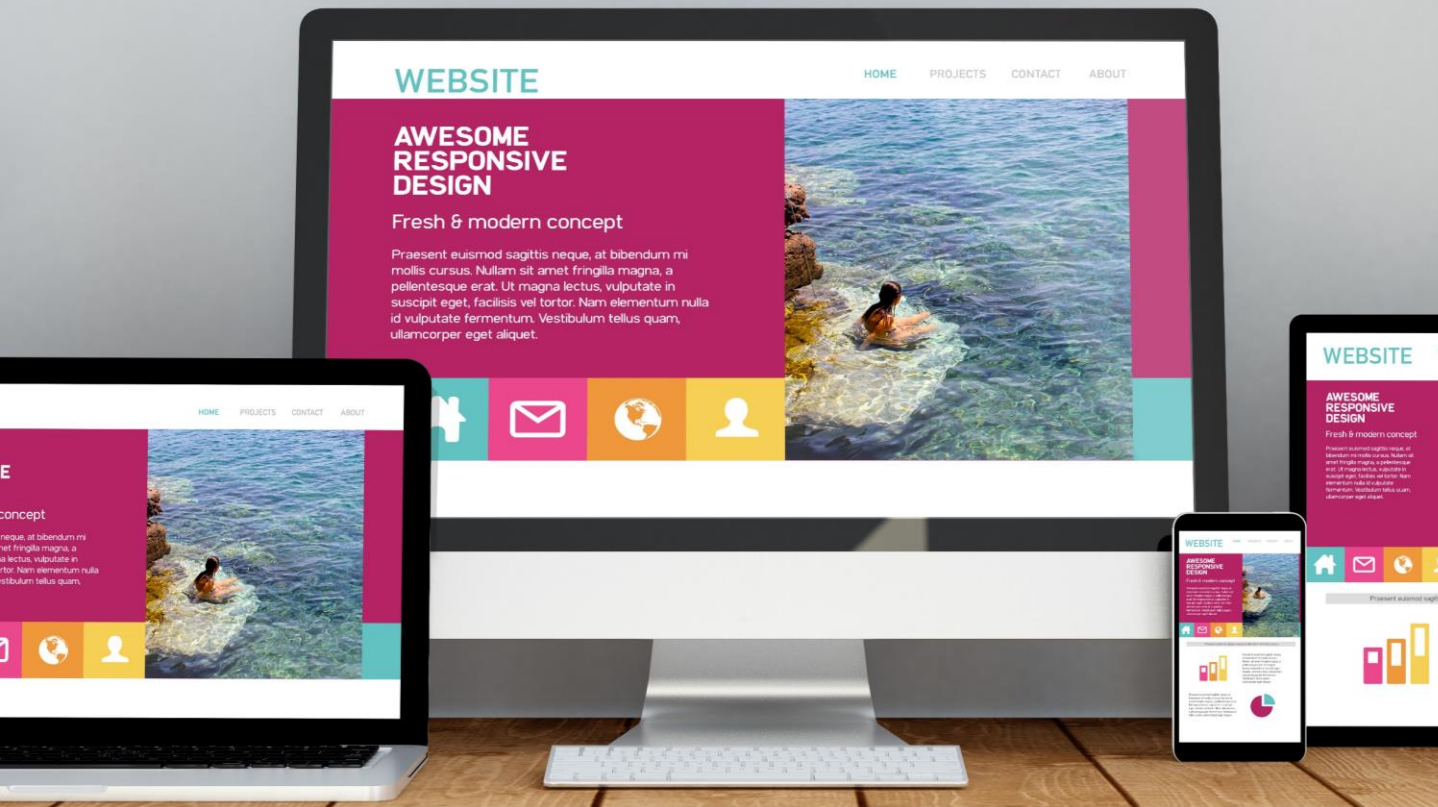
Types of Domain Names

Root

Sponsored TLDs

Types of Domain Names

Root

ccTLDs

ASCII

IDN
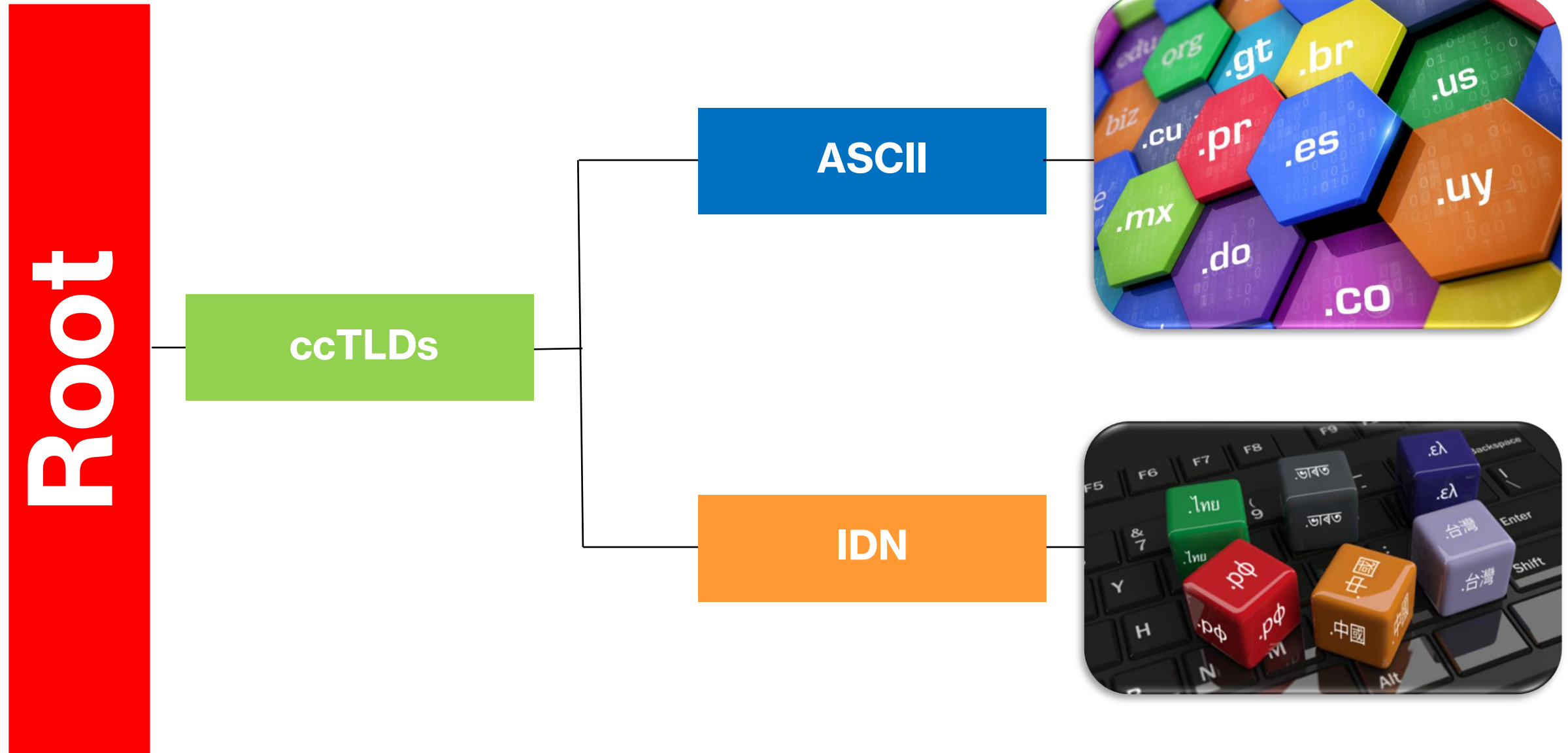
The ccTLD World as we know it

Map of IDN ccTLDs

* Successfully evaluated IDN ccTLDs for total countries and territories (as of May 2020)

https://www.icann.org/resources/pages/fast-track-2012-02-25-en
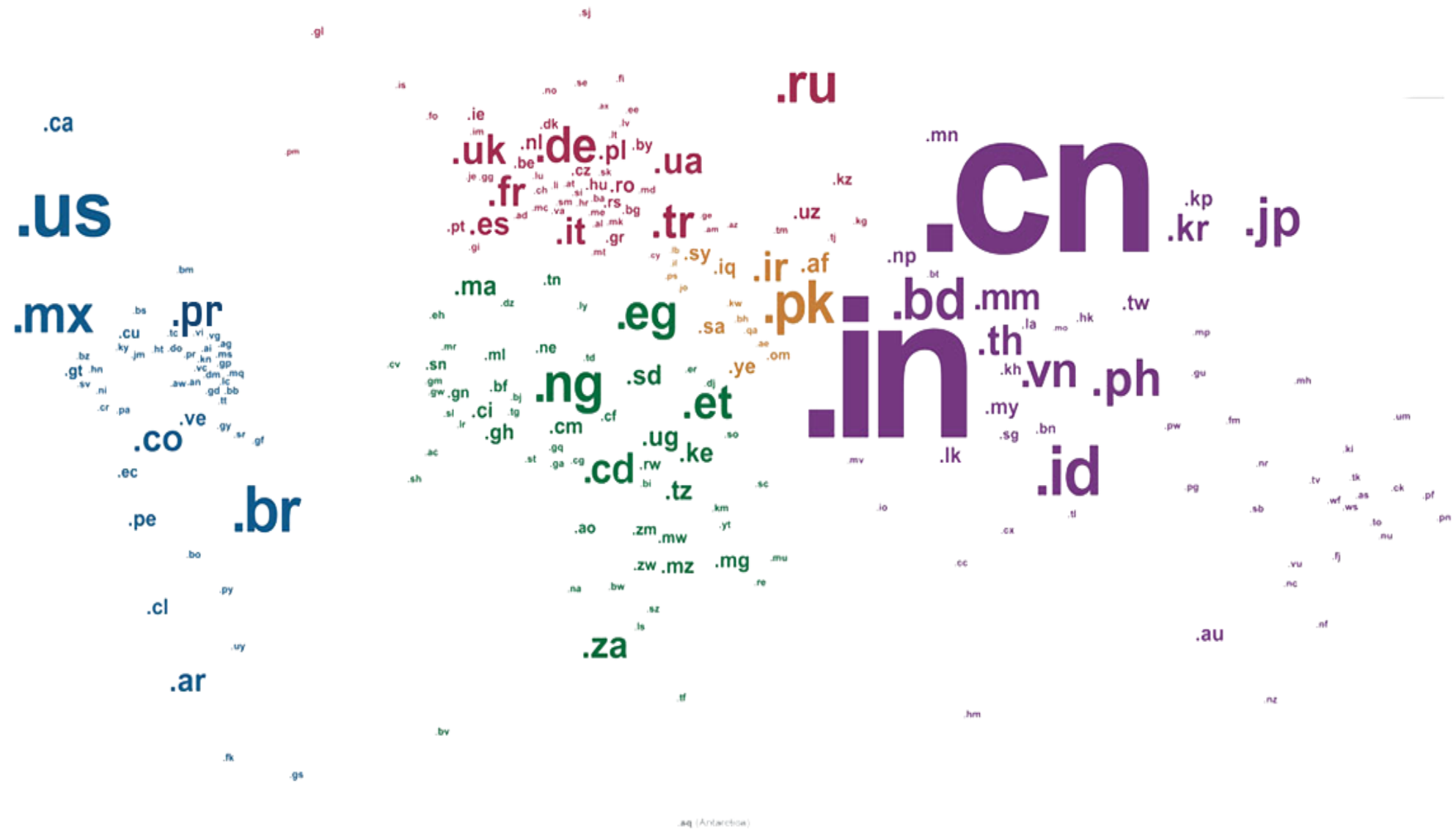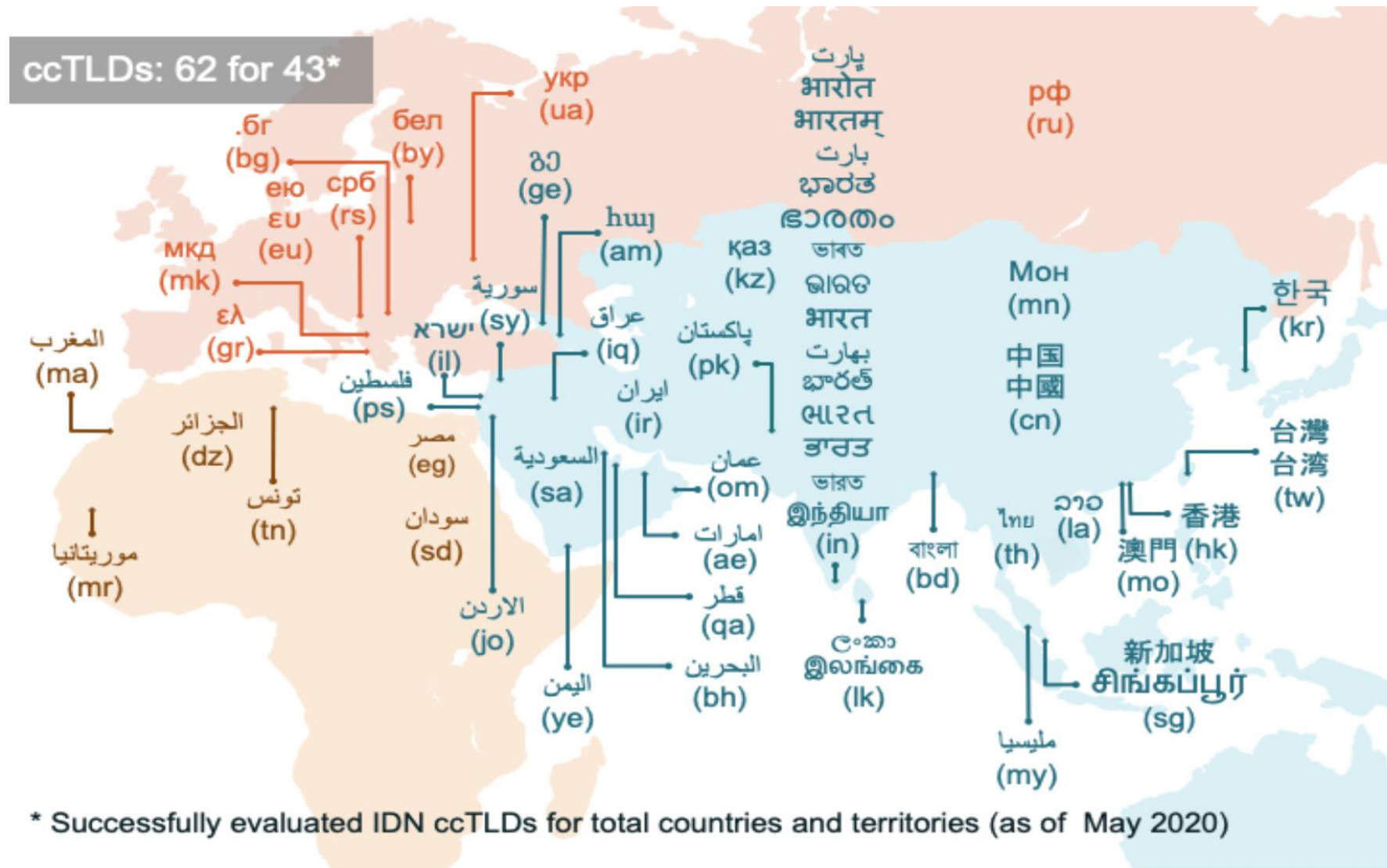
Personal Branding

The Path to Success

- Provides a competitive advantage

- The competition is global

- Manage your reputation, style, look, attitude, and skill set (Vitelar, 2019, p. 258).

My Advice to You

- Take the time to think about what is it that you want to do

- Education, Education, Education!!!

- Develop a strategy that supports the path you choose

- Manage your expectations...Don't Give up!

- Learn from the experiences of others

- Commit to your future
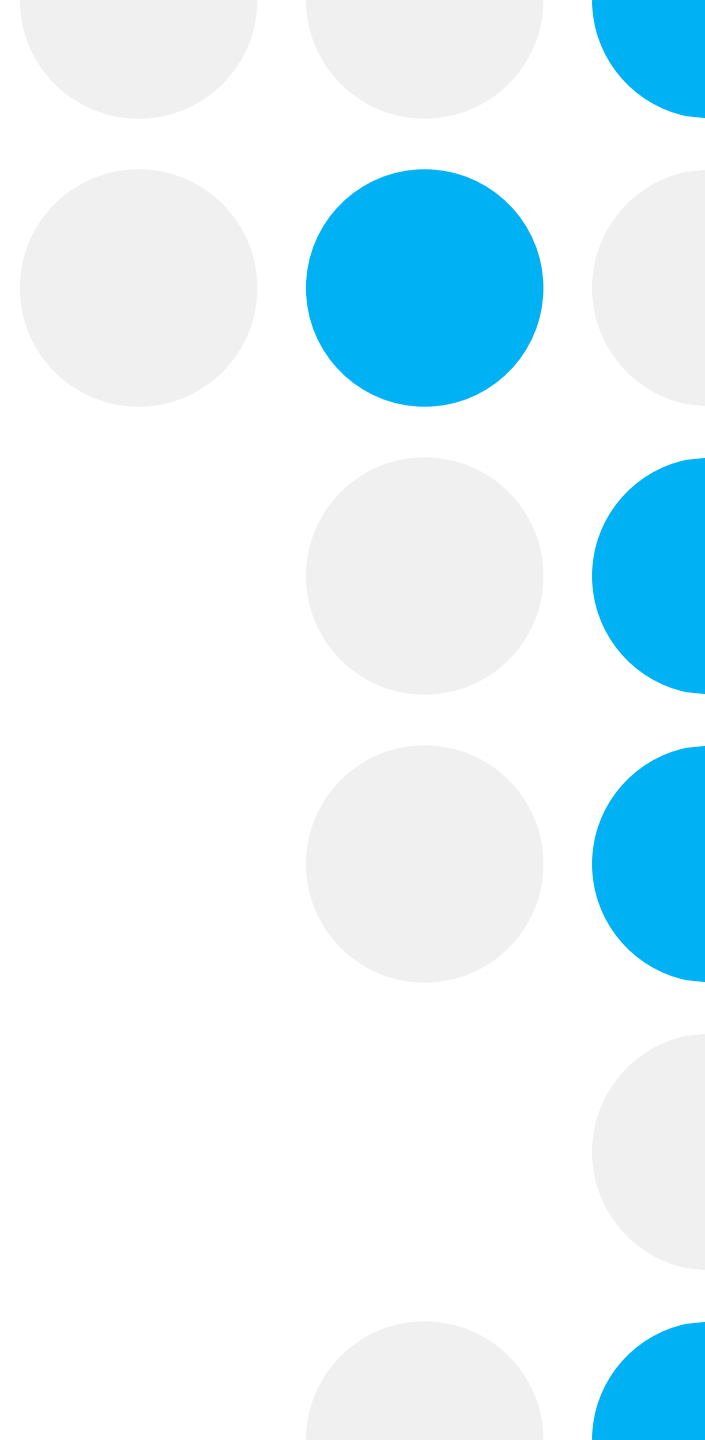
My Advice to You

"Go confidently in the direction of your dreams! Live the life you've imagined." ~**Henry David Thoreau**

There are those who look at things the way they are, and ask why… I dream of things that never were, and ask why not? ~**Robert Kennedy**

 "Miracles start to happen when you give as much energy to your dreams as you do to your fears." ~**Richard Wilkins**

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THANK YOU!

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