

DIGITAL TRANSFORMATION: AN OVERVIEW OF OPPORTUNITIES FOR ENTREPRENEURS

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Abstract

In recent times, businesses have adopted innovative digital technologies to improve their growth and development and also to stay competitive in the market. In this paper, various opportunities are highlighted that helps entrepreneurs to work smoothly by using new technology. Moreover, digitalization is in trend and in adopted by majority of the working professionals. The researchers focused entrepreneurs as their target population and reached 496 respondents to know their viewpoints and experiences. The primary data was collected through structured questionnaire. Analysis was done using the statistical software SPSS and frequency, percent and Chi-square values were collected to deeply observe the responses of entrepreneurs. The researcher found that the majority of the respondents are using latest technology in there entrepreneurial working because are very well aware about the opportunities of digitalization.

Keywords: *Digitalization, Digital Transformation, Entrepreneurship, Technology, Punjab*