

A STUDY OF YOUNG ENTREPRENEUR'S BEHAVIORS ON RESOURCES OBTAINING AT AMBIENT DISADVANTAGE

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ABSTRACT

New technologies, platforms, business models, and demands, such as the Internet of Things (IoT), mobile communications, social media, cloud computing, and big data have been driving the sharp upward trend of young entrepreneurship. The new generation of entrepreneurs is dynamic and full of vigor in pursuing innovation and entrepreneurship. However, research shows that for most entrepreneurs, activities are often irregular in the early stages of their new business. In addition, new business opportunities often arise in connection with a solution to a specific problem. Often, entrepreneurs may even encounter unforeseen circumstances that add huge difficulties and challenges to the entrepreneurial process. This study explores how young entrepreneurs in Taiwan obtain resources at ambient disadvantage. In all the cases used in this study, it is found that role conversion, resource acquisition, and seizing the opportunity occur due to the emergence of certain demands, thereby forcing the young entrepreneurs to change their roles and become managers. Throughout the course of each business, while the start-up idea may be bold and daring, businesses once established tend to make gradual innovations and changes that focus on existing products to ensure consistent performance and sustainability.

KEYWORDS: Bricolage Entrepreneurship, Obtain Resources & Young Entrepreneur