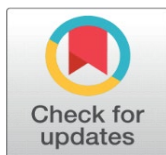
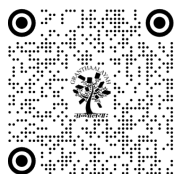


ADOPTION OF DIGITAL MARKETING STRATEGIES BY STUDENT ENTREPRENEURS IN ENTREPRENEURIAL UNIVERSITY: DETERMINANTS AND CHALLENGES

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ABSTRACT

The purpose of the paper is to identify the various determinants and challenges in adoption of digital marketing strategies that can provide the platform for the student entrepreneurs to launch their products and services to digital customers in entrepreneurial university.

The research mixed methodology includes the various case study mixed method that allows the researcher to examine the various mixed methodologies of creating the digital marketing platform for the student entrepreneurs for their products and services.

The findings suggest that the student entrepreneurs can use the digital marketing platform including Face research paper, Instagram and Google other platforms to launch their businesses online mostly free of cost till they can acquire their first customer. Then they can go ahead with expansion of their products and services to larger audience.

The implications include the various tools of digital marketing and their applications for enhancing SMEs and small business during their launch.

The student implications include the encouragement to the student entrepreneurs for enhancing their business and self-generating business.

Keywords: Digital Marketing, Entrepreneurial, University

1. INTRODUCTION

The purpose of the paper is to identify the various determinants and challenges in adoption of digital marketing strategies that can provide the platform for the student entrepreneurs to launch their products and services to digital customers in entrepreneurial university.

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The implications include the various tools of digital marketing and their applications for enhancing SMEs and small business during their launch.

The student implications include the encouragement to the student entrepreneurs for enhancing their business and self-generating business.

2. LITERATURE REVIEW

During the post Covid 19 period, it is observed that business have to become more innovative and creative to enhance their learnings and make their businesses sustainable.

For example, massive amount of student entrepreneurs has started their student entrepreneurship journey or learnt new skills including the personality development, how to launch businesses through various online platform like YouTube. The study is aimed at determining the level of Entrepreneurial Attitudes Orientation of the students in terms of Achievement, Innovation, Self-esteem, and Personal control. Analyze the significant difference in the EAO Dimensions of the College of Business Administration, Student entrepreneurship and Accountancy students when grouped according to their program and indigenous affiliation. To develop a better understanding of the indigenous entrepreneurial attitude of students which can lead to a more appropriate, culturally sensitive student entrepreneurship education, training, and development programs that reflect an economic development approach desired by Indigenous communities. The respondents of this study are students of the College of Business, Accountancy, and Student entrepreneurship (CBEA) of India. A survey questionnaire was used as the primary data gathering instrument. Findings showed that the students registered low EAO towards student entrepreneurship with no statistical differences and that indigenous students recorded lower EAO with no statistical difference in all the dimensions. Thus, the researcher recommends a review of the teaching strategies for all the programs; it should prioritize and include activities that will encourage students to develop their Entrepreneurial Attitude Orientations by putting up a mini-enterprise managed by the students, by sending them to local and international trade fairs and exhibits and make available regular mentoring and coaching programs from local and successful student entrepreneurs.

Student entrepreneurship has been considered the backbone of economic development. It has been well-established that the entrepreneurial attitude towards economic growth of a region, to a large extent, depends on the entrepreneurial attitude towards entrepreneurial activities in that region. The myth that student entrepreneurs are born, no more holds good. Rather, it is well recognized now that the student entrepreneurs can be created and nurtured through appropriate interventions in the form of student entrepreneurship development programmes.

In the era of liberalization, privatization and globalization along with IT revolution, capable student entrepreneurs are making use of the opportunities emerging from the evolving scenario. Student entrepreneurs is the quality of being an entrepreneur, i.e. one who undertakes an enterprise in entrepreneurial university set-up. The term puts emphasis on the risk and effort taken by student entrepreneurs who both own and manage a business, and on the innovations resulting from their pursuit of economic success. Student entrepreneurship in this sense may result in new venture creation or may be part of revitalizing mature venture creation in response to perceived entrepreneurial opportunity. The most obvious form of student entrepreneurship is that of starting new businesses. In recent years, the term has been extended to include student and political forms of entrepreneurial activities.

3. RESEARCH MIXED METHODOLOGY

The study adopted mixed method of case study mixed method (Yin, 2003). Robert K. Yin's Case Study Research Design and Mixed methods (2014) is currently in its fifth edition and continues to be a seminal text for researchers and students engaged in case study research. Since the research paper's first release 30 years ago (1984), case study research has gained considerable acceptance as a research mixed method, likely a result of Yin's unyielding position that case study be considered a separate and all-encompassing mixed method with its own research design. This current edition of the research paper is heavily influenced by the advances in case study research and remains a definitive guide on how to design more rigorous and mixed methodologically sound case studies that will stand up to questions of validity and reliability. Importantly, Yin manages to link theory and practice by presenting the breadth of case study research and its historical significance at a practical level. It is Yin's view that, when "the process has been given careful attention, the potential result is the production of a high-quality case study" (p. 199). Thus, a comprehensive and systematic outline

for undertaking the design and conduct of a case study is presented in a very straightforward and readable manner throughout the research paper's 282 pages. Ultimately, Yin argues that case study research is a challenging endeavor that hinges upon the researcher's skills and expertise.

4. DATA ANALYSIS

This research is taken out by opening a YouTube youtube channel called "COLOURSMASH". It was started in the 2019 during the lockdown period. On coloursmash, there is a showcase of the art work of various kind.

Coloursmash gave a platform to learn constantly and grow the art skills. It uses various application like google, pinterest top search the picture that we like to draw. Coloursmash is present on faceresearch paper, instagram and YouTube. On YouTube, The digital videos tutorial of how to make an art work using shading pencils, oil pastel colours and dry pastel colours is uploaded. The YouTube youtube channel link is here - <https://YouTube.com/@coloursmash4771?si=BpNd2cdzCeV1Sm3Y>

Tagline - let in blend

This Research Paper is better explained through the use of the SAPLAP Analysis. This concept aligns with principles found in project management, business process modelling, and various other domains where systematic approaches are employed to tackle challenges or capitalize on opportunities. If there exists a specific framework or model referred to as SAPLAP, additional details would be necessary to offer a more precise explanation.

5. DATA ANALYSIS

PPTCR MODEL ANALYSIS

P stands for people, employees who represents the organisation.

P stands for process.

T stands for digital technology such as YouTube and other digital marketing platforms.

C stands for capability, culture and skills.

R stands for resources.

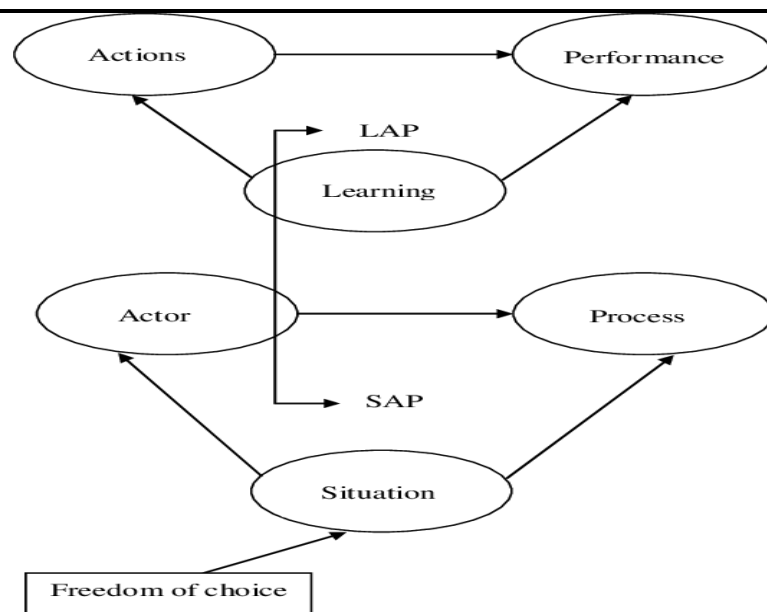
P also describes the various market situation.

Second P stands for the actions undertaken by the entrepreneurs.

SAP-LAP mixed methodology of case analysis was also used.

S stands for situation description.

A stands for Action, P stands for Process. An individual or a group of entrepreneurs must address a given context, issue, or scenario through a series of defined actions or steps. These actors, whether human or automated, engage in a structured process to manage or resolve the situation at hand.



6. SITUATIONS(S)

The term "SITUATIONS" represents the external and internal context of the institution and its operational effectiveness. Here, Situation represents the difficulties and obstacles which can arise during the learning period and scouting the websites and online content.

S0: Development of content creation and innovation.

S1. Shooting of the digital videos. The first situation is to how to shoot the YouTube digital videos in the presence of the perfect lighting, good quality of the digital videos recorder. It could be shoot by the mobile phone with good camera quality. Finding the perfect angle to showcase the Notepad of the art drawing plus the usage of all the art supplies in one frame is very imperative.

S2. Creation of student media accounts. The entrepreneur can never know enough about the ins and outs of how to operate a student media accounts or the YouTube for increasing more engagement.

S3. Difficulty in Online editing . This situation of learning how to edit your recorded digital videos can arise. The aim is to cut the compress the long digital videos into the short duration digital videos by cutting out the all the unwanted parts. Adding a good music audio track is also required and equally consequential.

S4. Posters and digital videos thumbnail. Next Situation is making a good and attractive posters, digital videos thumbnails. Giving an enticing digital videos title is equally important in order to gain the views.

S5. High Competition. There must be around thousands of art youtube channels on the YouTube. The challenge is the need to highlight their youtube channel among the others.

7. ACTORS(A)

The expression "ACTORS" within this framework includes a variety of entrepreneurs, encompassing solitary supervisors, collectives, divisions, and more extensive classifications such as providers, rivals, governing bodies, advisors, leadership, and staff. Vital elements in the "participant" sphere comprise incentive, spirit, demeanor, execution, functions, capacities, perspectives, liberty of choice, interaction, expertise, proficiencies, and other relevant facets.

A1. The Creator. The Creator is responsible for the learning and executing of all the skills for the operating and controlling of the YouTube youtube channels and student media accounts.

A2. YouTube. The YouTube itself participates in the journey of the artists and content creator by giving all the suggestions and giving updates from date to date through the emails and application notifications.

A3. Viewers. The viewers also play an imperative role in the creation of the Art and digital business. The demand by both the present and prospect viewers of what they want to watch is necessary to evaluate constantly.

A4.Pinterest. Pinterest helps in generating new ideas and understanding the current aesthetics searches by the other people.

A5.Instagram & faceresearch paper. It takes very less to get viral and gain high views, likes and shares on these student media. Every person is currently present on these two platform.

8. PROCESS (P)

The term "PROCESS" indicates the all-encompassing transformation process, altering a defined set of inputs into outputs to replicate the given scenario.

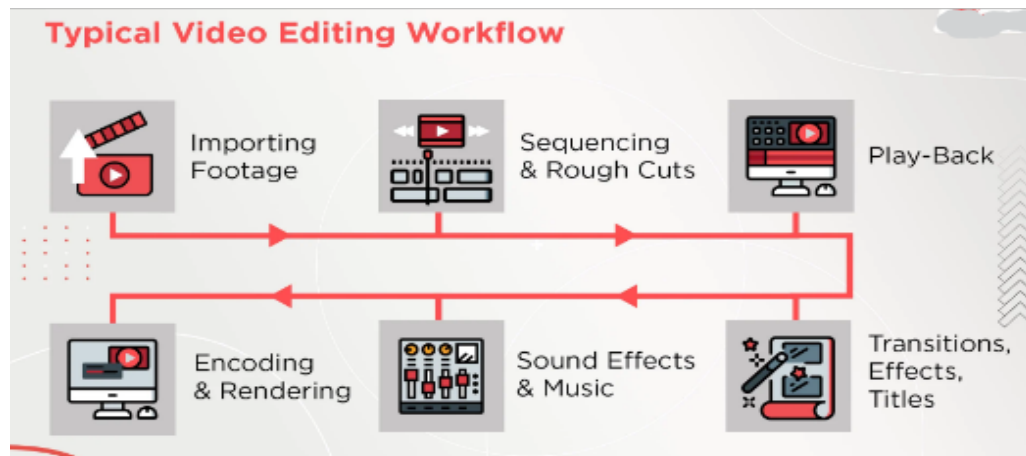
P1.Strategic Digital Planning. Making of plans in a strategic manner is required beforehand to become a good entrepreneur or to even start towards that path.

P2.Online editing Process. It was noticed that the viewers prefer to watch a short digital videos rather than a longer one. Digital videos should be edited with the written Text of the Art Supplies.

P3.Digital videos Uploading. The uploading of the digital videos on the YouTube youtube channel is a whole process in itself. It requires all the caption and description, Hashtags to be added.

P4.Research on the content. The process of Research about how to commence a YouTube youtube channel and start earning from it. It can be challenging and time consuming.

There is no single video editing workflow. Instead, different editors will have their preferred mixed methods that suit their needs and editing styles. While the individual stages of video editing workflows may vary, they will typically include steps like organizing footage, creating a first edit, post-production, audio, and visual effects.



9. LAP ANALYSIS

The synergy and amalgamation of SAP contribute to the creation of Learning-Action-Performance (LAP). It is imperative to acquire knowledge about the circumstance, participant, and procedure to unveil noteworthy learning concerns. Subsequent to the insights gained, actions are to be executed concerning the circumstance, participant, or procedure, and their pertinent interfaces. The performance outcome, signifying advancements in processes or participants and heightened situational factors, is contingent on the efficacy of these actions. In a corporate setting, the indicators of performance may encompass market portion, financial gain, quality, efficiency, competitive edge, fundamental capabilities, and other pertinent elements.

10. LEARNINGS (L)

Here, learning denotes all the learning issues that can arise.

L1.Up-to-date Digital technology. First learning is to always have the updated digital technology to keep up with the fast pace of development. For Example- Downloading the updated version of the YouTube , faceresearch paper , instagram mobile applications.

L2.Constant Learning. There should no stopping in the path of leaning and developing of the new skills.it would only help an entrepreneur in moving up and winning.

L3.Keeping Records. It is one of the most important to keep track of your target audience and current audience in order to know their preferences of the digital videos they demand to watch for future aspects.

11. ACTIONS (A)

Down Below are the actions which can be used to correct those issues and become an excellent student entrepreneurs.

A1.Digital technology Management. The flexibility of learning new skills and generating new ideas for the new digital videos. The rise of technical need is clearly visible.

A2.Analytical Mind. Being a good sounded scouter and analyser can help in the growth of the YouTube youtube channel and create a good source of money generation.

A3.Time Management. The art of managing of the time and posting every content before the deadline for the viewers can push the creator at the top.

A4.Content Marketing .The Art and practise of writing blogs, posts and storytelling through student media plus friends youtube channel can be encouraged. This leads to attracting the crowd towards the different youtube channels of the COLOURSMASH.

A5.Email Marketing. Email marketing presents a significant entrepreneurial opportunity for promoting and expanding a YouTube art youtube channel. It enables direct engagement with your audience, fostering community growth while keeping subscribers up-to-date with your latest artistic endeavors, events, and offers. Additionally, email campaigns can drive traffic to your YouTube youtube channel and provide valuable insights through analytics, helping you understand and cater to your audience's preferences more effectively.

A6.Tube Buddy. TubeBuddy serves as a robust Chrome extension tailored for digital videos creators, offering capabilities in YouTube SEO, competitor analysis, and time management. Through its functionality, it aids in pinpointing optimal keywords and tags for your digital videos, thereby ensuring a consistent flow of views and subscribers to your youtube channel.

12. PERFORMANCE(P)

Performance indicators in LAP amalgamation are the anticipated results of the entity. The following are the performance indicators.

P1.Quality Management. The creator is determined to provide a good quality content on the online platform.

P2.Higher Reach. The creator put the content after all the efforts and hard work with the aim to achieve a higher reach.

P3.Higher Collaborations. The creator wishes to collaborate with other artists to share each others talent and take advantage of each other's viewership.

P4.Measurable Results. Email platforms provide detailed analytics, enabling student entrepreneurs to monitor campaign performance instantly. This helps track open, click, and conversion rates, offering insights for enhancement.

P5.Increasing Brand Visibility.Sending regular emails keeps student entrepreneurs and their brands at the forefront of subscribers' minds. Consistent communication helps reinforce brand identity and keeps the entrepreneur top-of-mind when subscribers are ready to make a purchase or seek related services.

P6.SEO Optimization. The tool aids in improving search engine visibility, boosting digital videos reach and engagement.

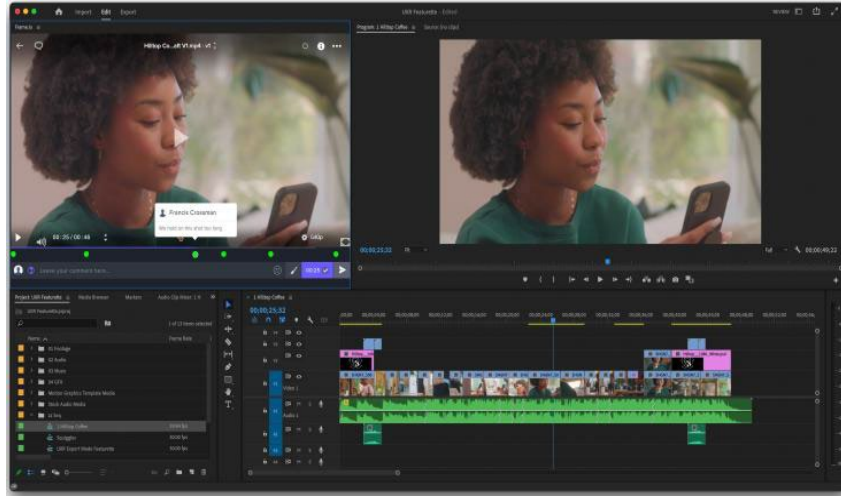
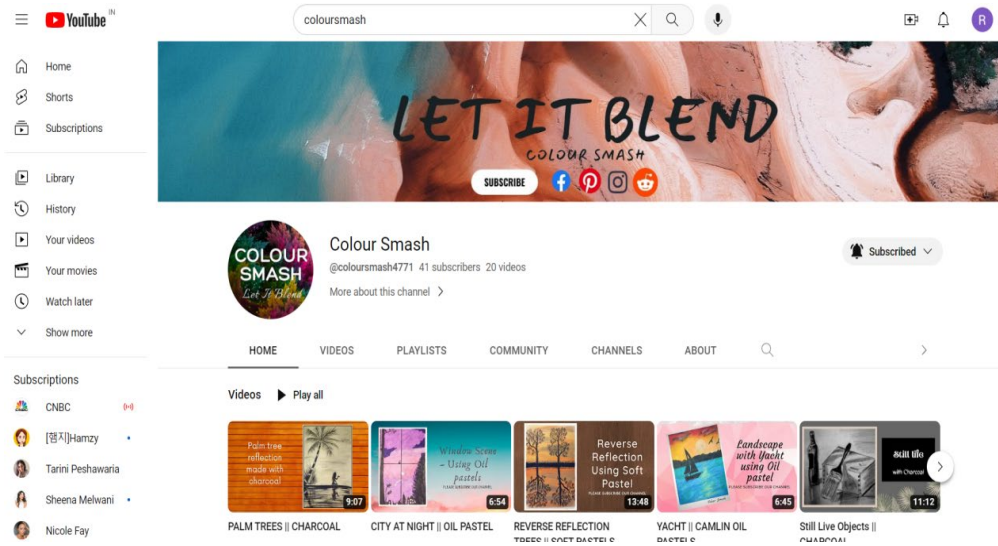
P7.Subscriber Growth.Tube Buddy assists in identifying keywords and tags, facilitating consistent viewer and subscriber acquisition.

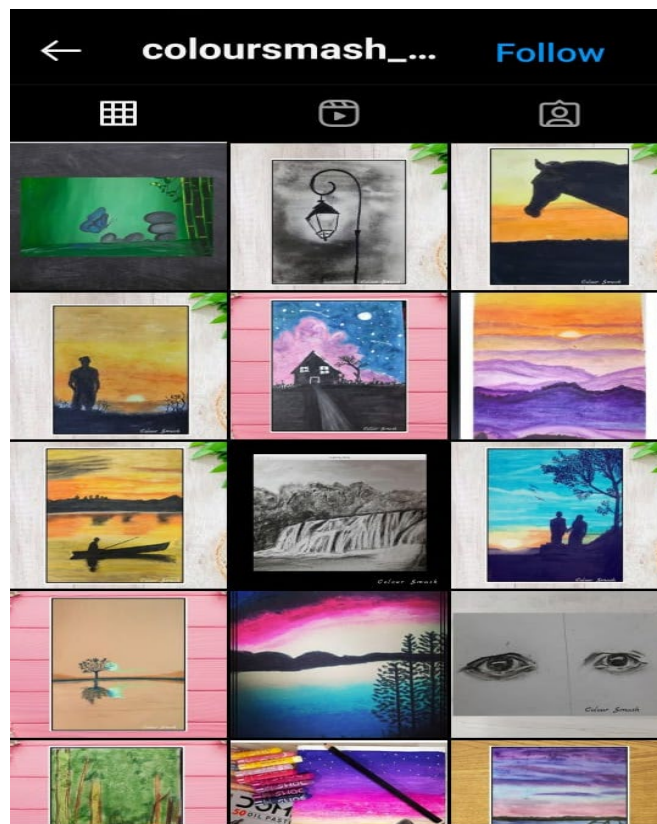
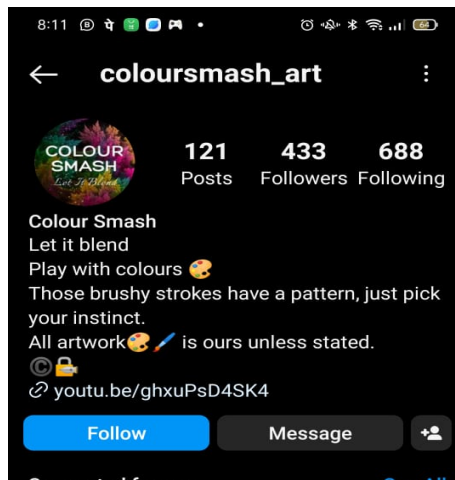
13. DATA ANALYSIS

CASE STUDY OF THE STUDENT ENTREPRENEUR

Analysis of the data is called a systematic process of examining, cleaning, transforming, and modeling data to uncover valuable information, make informed decisions, and support various aspects of research. This involves utilizing diverse techniques to scrutinize and interpret data, aiming to derive meaningful patterns and insights.

For the analysis of the data, the SAPLAP Framework is used as well as the observations have been made through the YouTube youtube channel, instagram, faceresearch paperetc.





Digital marketing tools and strategies

Adobe premium pro- Premiere Pro is the industry-leading digital videos online editing software for film, TV and the web. Creative tools and integration with other apps and services helps you craft footage into polished films and digital videos.

Student media platforms - The Author has pages on faceresearch paper, Instagram, YouTube. The pictures of the latest drawings and art works are being posted. The Authir also connects with other artists.

Canva - Canva makes designing beautiful creative assets easy for everyone. From student media images, digital videos and gifs to posters, websites, research paperlets, multimedia presentations, and heaps more, Canva is an invaluable tool for helping you level up your design skills, even if you're just getting started.

YouTube creator studio - YouTube Studio is the home for creators. You can manage your presence, grow your youtube channel, interact with your audience, and make money all in one place. You can also use YouTube Studio with the YouTube Studio app on your mobile device.

YouTube- The Author Has used the YouTube in order to learn how to edit the digital videos and how to upload the digital videos and use the YouTube for our youtube channel's growth.

Partnerships and collaborations- On student media, The Author has connected with various other artists and shared each other's work on our respective pages.

Inshot - Digital videos online editing and maker mobile based application to use various templates and tools to edit digital videos quickly.

14. CONCLUSIONS

It can be concluded through the SAPLAP analysis that the many new young student entrepreneurs can be emerged through the digitization. It requires the patience to learn, grow and develop new skills and constant urge, interest, thirst to gain the knowledge. All the important and vital actions have been identified which helps in pushing a creator to grow in future and gain a success.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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