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IN WORK AND LIFE IN SOCIETY: A RELIGIOS PERSPECTIVE

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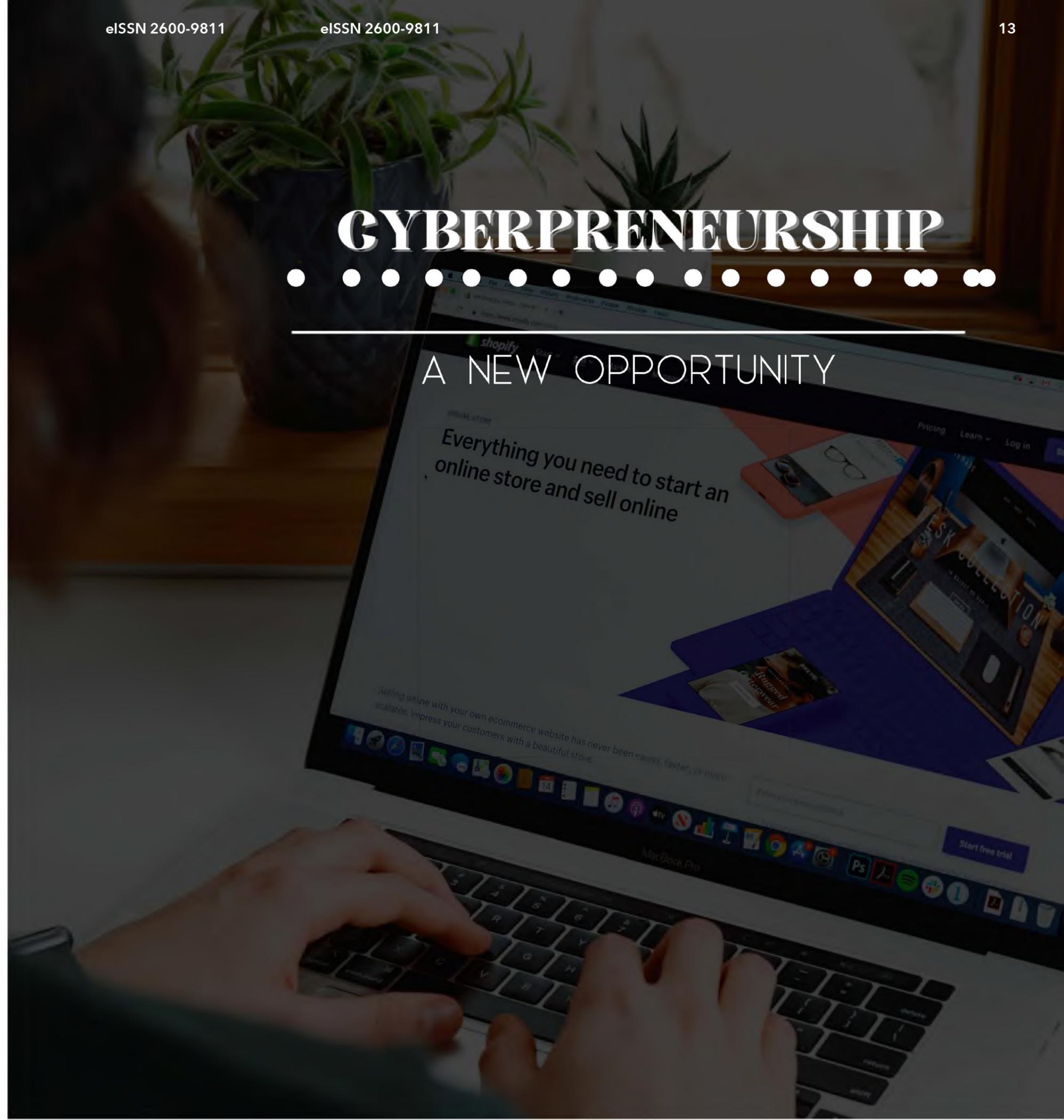
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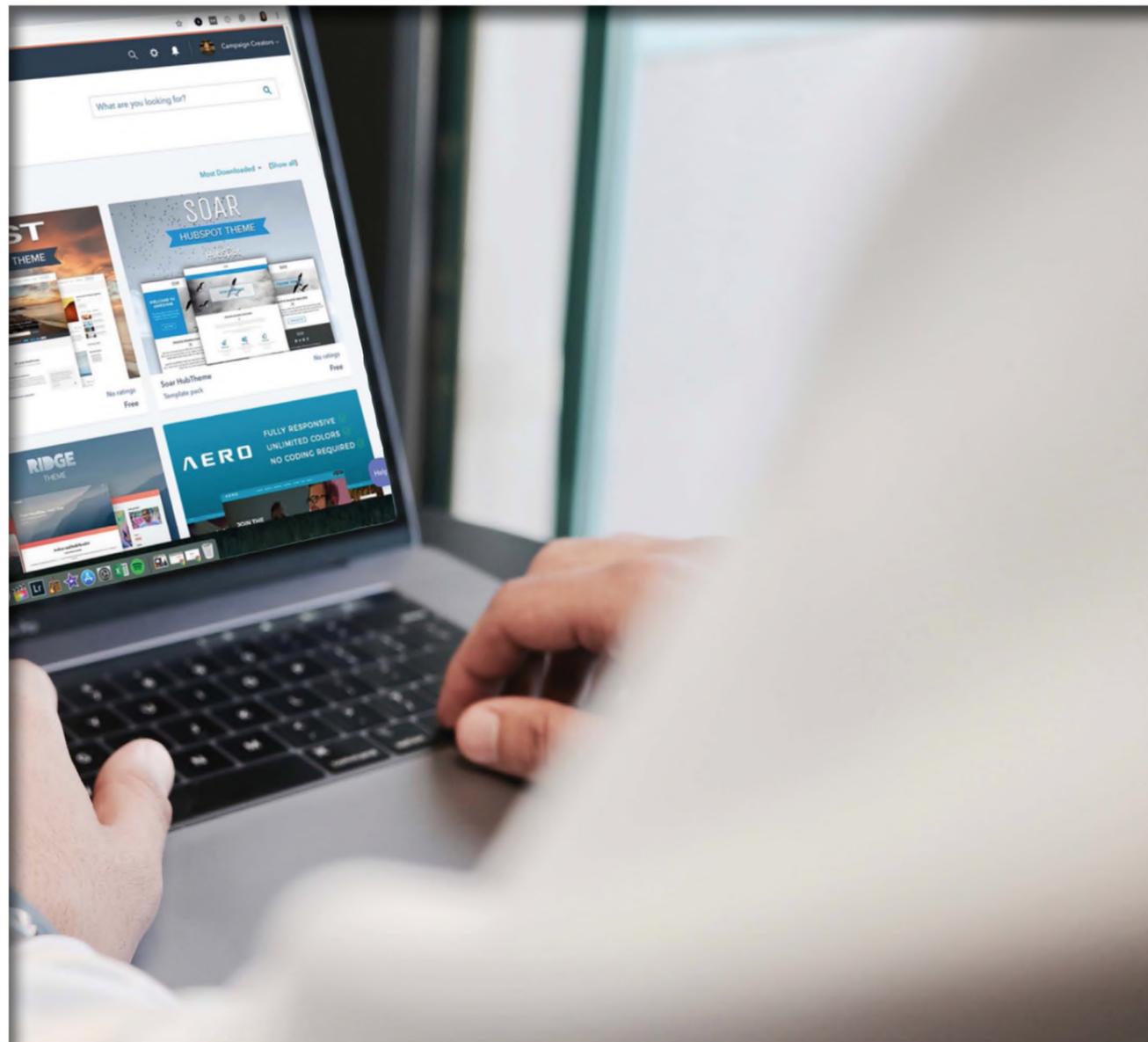
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The Internet has changed the way of life. The emergence of the Internet has necessitated a shift from traditional businesses to digital enterprises. Virtual businesses that operate strictly online have resulted from this shift and the primary drivers in this new front are online entrepreneurs generally described as cyberpreneurs. A cyberpreneur creates a company based on electronic commerce (Carrier & Raymond, 2004). The digital age generation would instead go online to get information and transact businesses rather than spending time which may be used to accomplish different things to wander from one store to another, comparing product information and transacting businesses. This has necessitated the cyberpreneurs to be more innovative and creative to attract customers to visit their business pages online and complete buying transactions.

CYBERPRENEURSHIP

A NEW OPPORTUNITY





Cyberpreneurship means vary from one organisation to another, which merely promotes itself by using an electronic brochure called a homepage on the Internet, to companies and organisations which sell their products and services through the use of electronic mail (email) on the Internet. Cyberpreneurship has opened doors for numerous professionals who have little to no investment to start their online businesses. The virtual world is open to individuals willing to break free of the traditional 9-to-5 corporate jobs to set up and make a name by taking advantage of the vast and open digital world (Peterson, 2020).

Cyberpreneurs, like entrepreneurs, are not only creative and innovative but also with a vision and a high drive to excel,

alongside being determined and consistent in spotting and exploiting new opportunities (Jiwa, Lavelle, & Rose, 2004). Cyberpreneurs must use their competitive edge to attract visitors to the website and encourage them to make purchases. Consumers want quick, inexpensive, stress-free online shopping experiences without sacrificing price or quality (Abdullah, 2011). Cyberpreneurs, like entrepreneurs, have essential roles in business activities, especially start-ups. These include being proactive, innovative, identifying opportunities, forecasting business changes, creating jobs, and taking risks that will benefit their businesses (Bitesize, 2021; Alton, 2020).

Areas of Cyberpreneurship

The main areas of cyberpreneurship, according to the Cyberpreneurs Institute

Website, are:

- Selling digital-information products: It is all about producing and packaging content that can solve the problem of individuals in such a way that enables them to pay back for the information provided. This is the least entry barrier for any cyberpreneurs and, as a result, is highly competitive. This can be achieved by taking advantage of other platforms to distribute digital products or creating their platforms.
- Selling physical products: Cyberpreneurs can also sell physical products with the advantage of having a target market ranging from local to global demands. They can be located in a part of the world and have customers in other parts. The availability of manufacturers, such as in China, India, or Vietnam, can be leveraged to produce their products and brands, and their target market can be anywhere in the world, provided that a necessary logistic strategy and marketing that need to be done are sorted out.
- Selling sponsorship: Cyberpreneurs can build and maintain a thriving online community around their personal or business brands, which can take the form of a social-media influencer, Facebook page, or YouTube channel with a sizable following. As a result, they can secure sponsorship or ambassadorship deals from businesses looking to market their brands, goods, or services to the cyberpreneurs' sizable followings.
- Selling consultancy and services: With the advent of the freelance platforms in the existing market, Cyberpreneurs nowadays do not need to open their platforms to market their skills. They can immediately find freelance jobs in the existing platforms where they can offer their services to a vast online community who will need their services like graphic design, website-building, data entry, etc.
- Selling brands: With the emerging digital business nowadays, Cyberpreneurs can leave their digital businesses and sell out to interested companies. For example, once a cyberpreneur has developed loyal followers of his or her brand, the brand value will increase, resulting in interest from companies and organisations who want to buy the brand. The cyberpreneur can sell the brand over time and move

on to developing another.

The Advantages of Cyberpreneurship

Cyberpreneurship offers numerous advantages:

1. Low Startup Costs: Unlike traditional businesses, cyberpreneurs can start with minimal capital. There is no need for physical shops or buildings for the business. Instead, one can operate the business regardless of the location.
2. Flexibility: Operating in the digital realm means that business can be conducted from anywhere at any time.
3. Accessibility: Cyberpreneurship is open to individuals of all ages and backgrounds, which democratises entrepreneurship.
4. Innovation: Cyberpreneurs are inherently creative and innovative, constantly seeking and capitalising on new opportunities in a digital landscape.

Conclusion

Cyberpreneurship is reshaping the business world. With its low barriers to entry and adaptability to changing market dynamics, it represents a compelling opportunity for individuals seeking to create their own paths in the digital age. Cyberpreneurs, driven by creativity, innovation, and a relentless pursuit of excellence, are leading the way into this exciting new frontier of business. As the digital world continues to evolve, cyberpreneurship will continue to be a source of opportunities and a driving force in the entrepreneurial landscape.

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