A STUDY ON SOFTWARE INNOVATION AND COMPUTER NETWORKING KNOWLEDGE IN ENTREPRENEURSHIP

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ABSTRACT

This research paper indicates the innovation software and computer networking knowledge in entrepreneurship. Software innovation was made possible by the rise in popularity of both cloud computing and social sharing platform. The main goal of the software is to help enterprise level business generate and evaluate ideas so that innovation can be cultivated and implemented. This research paper indicates an exploratory investigation on conference boards, academia, customers, employees, partners, competitors and internal R&D. The innovation software works to gather input from both internal and external sources. This approach helps to recruit talent from around the world and drive innovation while also protecting intellectual property and creating a centralized repository for ideas. This paper aims to understand these innovations and strategies and to understand the Computer Networking Knowledge in Entrepreneurship. The research paper focuses on sampling size of 110 respondents with an analysis will be done with the help of SPSS version 12.0.

Keywords: Software Innovation, Computer Networking, Entrepreneurship, Social Sharing Platform

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INTRODUCTION

Innovation software was originally designed with enterprise businesses in mind, but there are really no limitations on who can use and benefit from this versatile tool. As you might imagine, more competitive, technology-driven fields, such as finance, healthcare and software development have the most to gain from fostering an environment of innovation. These industries face the most significant increase in global competition, which requires a proactive approach to innovation to stay relevant. Today's businesses don't have the luxury

of simply adapting to evolving markets. They must anticipate and lead trends or risk being left behind. Innovation software serves as a vital tool that is able to capture and develop ideas more easily than ever. Innovation software help the businesses cultivate and implement innovation faster. More than at any time in history, the past decade has proven that it is no longer enough to be the first one to hit the market with a disruptive and innovative software product/service**.** Facebook was not the first social media player, but was the last giant left standing Gmail was not even among the early list of email service providers, but now is the most dominant player in the segment. Chrome was nowhere in the picture during the heydays of Netscape/IE browser wars, but now has the 2nd largest market-share across platforms. Pedigree, past success, and deep pockets are no longer a guarantee for current relevance. Abundant financial support didn't guarantee the success of either My-Space or prevent the demise of AOL**.** Kodak, one of the most iconic brands and companies in the world is a great example of how incapacity to innovate and change with times can make you irrelevant! On the other hand, Xerox, another iconic company has successfully reinvented itself into a modern, and thriving technology services outfit that is vastly different from its bread and butter photocopier background.

LITERATURE REVIEW

Katerina Kozludzhova, (2020) International Journal of Scientific & Technology Research, volume 9, issue 06, june 2020 ISSN 2277-8616 114 IJSTR©2020 www.ijstr.org. Research Methodology for Studying Innovations in the Software Industry, the purpose of the current paper is to present a research methodology for studying the innovations in the software industry. The developed methodology helps researchers explore the innovations in the software industry and stimulates them to better define existing problems and build a plan for obtaining reliable information that supports the right solutions. The current paper also aims to stimulate the conduction of future researches of the innovations in the software industry. The paper presents the stages and the critical components of developing a research methodology for studying innovations. The paper explains major definitions related to the term of "research methodology" and gives examples with a conducted research study. Understanding the key components of a research methodology is essential for every research process. The successful accomplishment of a research study depends on the researcher's ability and knowledge to define properly the term of "research methodology" and its critical components. The presented research methodology is validated in the software industry for the conduction of a research study related to the innovations created by the software companies in Bulgaria. The research methodology can also be used for the conduction of innovation researches in

other industries and spheres of science and business. There is a need of researches in the field of innovations that could help both scientific and business researchers understand the real problems and find appropriate ways to solve them. The presented research methodology supports the conduction of valuable research studies that find answers to real problems. The presented research methodology guarantees the successful accomplishment of the research process and the obtaining of complete and reliable information, needed for the development of valuable and adequate solutions.

Mark Mabrito, Real-Time Computer Network Collaboration: Case Studies of Business Writing Students, Journal of Business and Technical Communication, Volume 6, Issue 3, https://doi.org/10.1177/1050651992006003003. The Previous research in computer-mediated communication in both the classroom and the workplace has found that patterns of interaction may differ between individuals communicating face-to-face versus communicating via a computer network. This present study, using a case study methodology, sought to analyze and compare the language of groups of business writing students as they communicated both face-to-face and on a real-time computer network. The study found that during network meetings, participation was more equal, responses tended to be more substantive and text specific, and students were more willing to offer direction than during face-to-face meetings. In addition, students reported a more positive evaluation of their network sessions.

OBJECTIVES OF THE STUDY

1. To study the software companies and its innovation process.
2. To identify the innovation process and idea capture on entrepreneurship.

HYPOTHESIS TESTING

H1: There is a significant relationship between software companies and innovation process.

H2: There is a significant relationship between idea capture and entrepreneurship networking.

RESEARCH METHODOLOGY

Research is a long and engaging process that requires time and commitment in software innovation and computer networking concept of a business. In descriptive research, that collect data about the research study subject without intervening. The validity of the research will depend on sampling method. In experimental research, that systematically intervene in a process and measure the outcome. The validity of the research will depend on the experimental design. The present research study on primary research that is any original data that you collect yourself for the purposes of answering your research question (e.g.

through surveys, observations and experiments) and secondary research that is data that has already been collected by other researchers (e.g. in a government census or previous scientific studies). The study focusses on a curated network of researchers, engineers, academics, tradesmen and even consumers will have the opportunity to submit ideas and help drive innovation. This research paper indicates an exploratory investigation on conference boards, academia, customers, employees, partners, competitors and internal R&D. This paper aims to understand these innovations and strategies and to understand the Computer Networking Knowledge in Entrepreneurship. The research paper focuses on sampling size of 110 respondents with an analysis will be done with the help of SPSS version 12.0.

CONTINUOUS INNOVATION PROCESS

The past two decades in helping numerous software companies organize their development teams, functions, and processes to facilitate continuous innovation. Irrespective of your company size and product life cycle stage, it is vital to understand the 6 P's of organizing software engineering as a core business function are as follows:

1. **Product management**

   Product management is perhaps the most pivotal organizational role in a software setup. Whether it is an individual or a cross-functional team, product management must be instrumental in articulating the vision, setting the strategic roadmap, and identifying/prioritizing which customer pain points to solve.

2. **Product architecture**

   This key role is responsible for the overall technology architecture, as well as the design and technology direction for the software. In larger organizations, this functional role is often played by a group of architects, who could in turn be responsible for the architecture/design of a specific component of the software or a given technology layer.

3. **Project management**

   The 'project manager' in an individual capacity, or a Project Management Office (PMO) in a larger setup must be responsible for the systematic planning, execution, and delivery of every software release or iteration.

4. **Product development**

   It is our experience that often the core software development activities including (design, coding, testing, and integration) are best handled by smaller dedicated teams,

with cross functional expertise in different areas who will be responsible for specific components in the software suite.

5. **Product support & maintenance**

   The Release Management Team (RMT) working under the guidance of 'product management' will physically manage the delivery and deployment of the software, the support & maintenance function must be handled separately to ensure that all live customers are adequately supported, with appropriate resolution and feedback mechanisms.

6. **Process for Continuous Innovation**

   The above cited core functions is important for any software company, the ability to execute all of them in a systematic, repeatable, and scalable fashion through a streamlined process is at the heart of **"**Continuous Innovation".

IDEA CAPTURE FOR SOFTWARE INNOVATION

One of the primary functions of innovation software is to provide secure idea capture capabilities for a network of employees or a protected group. The software can designate exactly who is a part of which group and assign certain privileges to members. Forming groups just takes a few clicks and all information, including shared documents and original ideas, will be protected. For companies who want to expand their search, innovation software can be used for external idea capture. This allows companies to recruit and collaborate with top talent from around the world. A curated network of researchers, engineers, academics, tradesmen and even consumers will have the opportunity to submit ideas and help drive innovation. This research paper indicates an exploratory investigation on conference boards, academia, customers, employees, partners, competitors and internal R&D.

Figure:1 Idea capture for software innovation

BUSINESSES USE INNOVATION SOFTWARE

1. **Create a culture of innovation.**

   Companies need to go beyond simply talking about the importance of innovation and actually empower employees with tools they need to actively contribute to the company and have their ideas heard.
2. **Increase employee engagement.** The ability to simply log into a centralized dashboard and quickly submit an idea had proven time and again to increase employee engagement. This means that employees are more invested in the success of the company and feel like a valued contributor. As a result, overall job satisfaction increases and an environment of collaboration is firmly established.
3. **Streamline process.** With automated features, companies can streamline a variety of processes. From evaluating and sorting submissions to tracking project history and efficiently moving ideas through a designated workflow, innovation software significantly reduces the development time so that products and services can be put on the market faster. It is the ideal way to manage ideas and build internal and external networks for collaboration.
4. **Improve the customer experience.** As companies focus on staying competitive, increasing revenue and driving growth, it can be all too easy to lose sight of the customer experience. Using innovation to improve the customer experience can create loyal customers who will then act as brand ambassadors and help build a positive brand image and reputation.
5. **Identify markets or business models.** Innovation software goes beyond simply working to generate new ideas and can actually be used to identify new markets and develop disruptive business models that have yet to even be considered. Used in this way, innovation software becomes an invaluable tool that has the power to completely reinvent existing markets.

SOFTWARE INNOVATIVE COMPANIES

Innovation can take many forms and vary widely from industry to industry. This can make the idea of innovation software and its potential benefits feel abstract and difficult to pinpoint. To help provide a better idea of what innovation can look like, here is a list of the top ten innovative companies and what they have done to earn their place on the list in modern days.

1. Salesforce.com
2. Tesla

3. Amazon.com
4. Shanghai RAAS Blood Products
5. Netflix
6. Incyte
7. Hindustan Unilever
8. Asian Paints
9. Naver
10. Regeneron Pharmaceuticals

ENTREPRENEURSHIP NETWORKING

Business networking can take various forms, depending on your preferences and goals. Here are a few common types of networking:

1. Professional Networking

This involves engaging with like-minded individuals within your industry or profession. It includes attending conferences, joining professional organizations, and participating in industry-specific networking events.

2. Social Networking

Social networking focuses on building relationships in more informal settings. It includes attending social events, community gatherings, or even using social media platforms.

3. Online Networking

With the advent of technology, online networking has gained tremendous popularity. It involves utilizing digital platforms, such as LinkedIn, Twitter, and online forums, to connect with professionals worldwide.

DATA ANALYSIS

TABLE-1

	Innovation Process	**Frequency**	**Percentage**
Valid	Product Management	9	8.2
	Product Architecture	21	19.1
	Project Management	36	32.7
	Product Development	10	9.1
	Product Support & Maintenance	20	18.2
	Process for Continuous Innovation	14	12.7
	Total	**110**	**100.0**

Source: Primary data

** It is concluded that the above table majority of the Innovation process is project management (32.7%).

TABLE-2

	Idea Capture	**Frequency**	**Percentage**
Valid	Conference board	15	13.6
	Academia	11	10.0
	Customers	11	10.0
	Employees	15	13.6
	Partners	10	9.1
	Competitors	13	11.8
	Internal R&D	35	31.8
	Total	**110**	**100.0**

Source: Primary data

** It is concluded that the above table majority of the idea capture for software innovation is Internal R&D (31.8%)

TABLE-3

	Software Companies	**Frequency**	**Percentage**
Valid	Salesforce.com	7	6.4
	Tesla	9	8.2
	Amazon.com	19	17.3
	Shanghai RAAS Blood Products	13	11.8
	Netflix	18	16.4
	Incyte	9	8.2
	Hindustan Unilever	8	7.3
	Asian Paints	15	13.6
	Naver	6	5.5
	Regeneron Pharmaceuticals	6	5.5
	Total	**110**	**100.0**

Source: Primary data

** It is concluded that the above table majority of the software companies is Amazon.com (17.3%)

TABLE-4

	Entrepreneurship Networking	**Frequency**	**Percentage**
Valid	Professional Networking	22	20.0
	Social Networking	35	31.8
	Online Networking	53	48.2

	Entrepreneurship Networking	**Frequency**	**Percentage**
Valid	Professional Networking	22	20.0
	Social Networking	35	31.8
	Online Networking	53	48.2
	Total	**110**	**100.0**

Source: Primary data

** It is concluded that the above table majority of the entrepreneurship networking is online networking (48.2%)

MEAN AND STD.DEVIATION ON SOFTWARE COMPANIES

Software Companies	**Mean**	**N**	**Std. Deviation**
Salesforce.com	2.5714	7	0.53452
Tesla	3.0000	9	0.16230
Amazon.com	3.3158	19	1.66842
Shanghai RAAS Blood Products	3.2308	13	0.92681
Netflix	3.9444	18	1.89340
Incyte	3.8889	9	1.61589
Hindustan Unilever	2.7500	8	1.58114
Asian Paints	3.4667	15	1.72654
Naver	4.1667	6	0.98319
Regeneron Pharmaceuticals	4.6667	6	1.36626
Total	3.4818	110	1.50675

Source: Primary data

Chi-square test

H1: There is a significant relationship between software companies and innovation process.

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
Software companies	19.636[a]	9	16.919	S**	Rejected(H0)

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
Innovation process	27.127[a]	5	11.070	S**	Rejected(H0)

H2: There is a significant relationship between idea capture and entrepreneurship networking.

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
Idea capture	29.109[a]	6	12.592	S**	Rejected(H0)

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
Entrepreneurship networking	13.218[a]	2	5.991	S**	Rejected(H0)

CONCLSUION

The research study concluded that the main goal of the software is to help enterprise level business generate and evaluate ideas so that innovation can be cultivated and implemented. It facilitates connections, knowledge sharing, and access to opportunities that may otherwise be inaccessible. By actively engaging in networking activities, entrepreneurs can build a strong support system, gain valuable insights, and establish meaningful relationships. However, networking should be approached with authenticity, clear goals, and a long-term perspective. By leveraging the power of networking, entrepreneurs can expand their horizons, increase their visibility, and unlock a world of possibilities for their business and career. By combining networking with a well-rounded approach, you can maximize your business's potential for growth and success. This paper aims to understand these innovations and strategies and to understand the Computer Networking Knowledge in Entrepreneurship.

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