

Designing an entrepreneurial model in the banking network with a digital technology approach

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Abstract

The aim of the current research is to design an entrepreneurial model in the banking network with a digital technology approach. The research method is applicable according to its purpose, quantitative in terms of execution method, and exploratory research in terms of nature. The statistical population of the research includes 384 experts in the field of information technology and entrepreneurship in the banking industry, by simple random sampling method. A questionnaire was used to collect data. AMOS software and Interpretive Structural Modeling (ISM) were used for data analysis. The results showed that the fields of creation and expansion of digital entrepreneurship by banks with dimensions of development of financial technologies, creation of electronic business models, development of electronic entrepreneurship facilities, management of e-commerce infrastructure, development of digital currency and blockchain, the absorption of digital entrepreneurship ideas, and the development of e-banking play a key role in creating a digital banking entrepreneurship network. Also, the development of banking entrepreneurship with the dimensions of organizational entrepreneurship development, commercial entrepreneurship development, electronic entrepreneurship development, and digital entrepreneurship model development leads to the acceleration of the creation of the banking digital entrepreneurship network. The results showed that the fields of creation and expansion of digital entrepreneurship by banks have a positive and significant effect on the creation of the banking digital entrepreneurship network. The development of banking entrepreneurship has a positive and significant effect on the creation of the banking digital entrepreneurship network.

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Extended Abstract

Introduction

Entering the era called the information society, which involves the entry of new technologies into different areas of life, entrepreneurship in the digital space as a new approach in starting a business based on a new thinking and idea has found a prominent position among the activists in the field of services and production. Digital entrepreneurship can be considered a type of job creation based on the components of information and communication technology directly. Perhaps, entrepreneurship in cyber space can be considered as one of the most important fields of job creation in the third millennium, which provides an opportunity to use creative forces with the lowest cost and maximum effectiveness in business (Tovafi Far et al, 2018). Continuous advances in digital technology and digitization of business models have changed the entrepreneurial landscape and redefine the goals and requirements of entrepreneurship education to match the new digital reality in entrepreneurship (Sitaridis, 2024).

One of the areas that can have a great impact on entrepreneurship is banking and digital technology. The banking sector in the context of digital technology as electronic banking can eliminate many weaknesses of traditional entrepreneurship and transform the entrepreneurship sector with timely financing. By conducting this research, we can explain the role of electronic banking in the context of digital technology to eliminate entrepreneurship problems. Based on the mentioned contents, Iran's economy as a developing economy is facing many problems in the field of entrepreneurship. Banks, as institutions that provide financial resources in Iran's economy, sometimes enter their resources in non-productive fields and face economic growth with problems. Entrepreneurship is one of the best ways to use banking resources. The entrepreneurship of banks in the context of digital technologies, which is associated with information transparency, can remove the economy from recession by eliminating the problem of unemployment at the same time. One of the main issues and problems in the economy of developing countries is the creation of money without support by the banking system and the failure to direct these resources to appropriate and productive sectors. Digital technology can play an important role in development by tracking and transparency in the use of cash resources of banks and directing them towards entrepreneurship. Based on this, the main problem of the current research is to answer this question: What is the model of entrepreneurship in the banking network with a digital technology approach?

Theoretical framework

Digital entrepreneurship

Digital entrepreneurship refers to applying the entrepreneurial process in the digital environment and using information technology, which plays a significant role in the development of banks. Organizations need new solutions and methods to face the issues and problems and threats caused by the dynamism and complexity of the environment and take advantage of new opportunities (Dehghan Dehnavi et al, 2019).

Digital technology

Digital technologies provide new opportunities for entrepreneurs to start businesses and sell their products and services worldwide. Virtualization is eliminating a large part of costs in the economy and barriers to entry and providing new opportunities to new generation entrepreneurs and increasing digital technologies to meet new needs (services and products) in the economy (Ben Youssef et al, 2021).

Abdi et al, (2024) investigated the presentation of the entrepreneurship development model in the national oil refining industry with the approach of preventing environmental damage. It

showed that there is a positive and significant effect between the components and dimensions of entrepreneurship development in the national oil refining industry with the approach of environmental damage prevention, and the model has a good fit.

Dehban et al, (2019) investigated. By using the business model based on cooperation in 7 categories, the mobile phone operator can use the advantage of blockchain technology and produce new value-added services, due to access to the infrastructure and information of the customers' communication network, as well as reduction of the material losses of the current traditional business model.

Research methodology

The research method is applicable according to its purpose, quantitative in terms of execution method, and exploratory research in terms of nature. The statistical population of the research includes 384 experts in the field of information technology and entrepreneurship in the banking industry, by simple random sampling method. A questionnaire was used to collect data.

Research findings

AMOS software and Interpretive Structural Modeling (ISM) were used for data analysis. The results showed that the fields of creation and expansion of digital entrepreneurship by banks with dimensions of development of financial technologies, creation of electronic business models, development of electronic entrepreneurship facilities, management of e-commerce infrastructure, development of digital currency and blockchain, the absorption of digital entrepreneurship ideas, and the development of e-banking play a key role in creating a digital banking entrepreneurship network. Also, the development of banking entrepreneurship with the dimensions of organizational entrepreneurship development, commercial entrepreneurship development, electronic entrepreneurship development, and digital entrepreneurship model development leads to the acceleration of the creation of the banking digital entrepreneurship network. The results showed that the fields of creation and expansion of digital entrepreneurship by banks have a positive and significant effect on the creation of the banking digital entrepreneurship network. The development of banking entrepreneurship has a positive and significant effect on the creation of the banking digital entrepreneurship network.

Conclusion

The current research was conducted with the aim of designing an entrepreneurial model in the banking network with a digital technology approach. The results of this research is aligned with the results of Abdi et al, (2024), Dehban et al, (2019), Ganj Ali & Bagheri Majed (2019), Tavazoei Far et al, (2018), Asdallah et al, (2018), Lin (2022), Ben Youssef et al, (2021), Kumar et al, (2020), Ghezali & Boudi (2020), and Gieure et al, (2020). Ben Youssef et al, (2021) showed that personal attitude and behavioral content are the main determinants of entrepreneurial intention.

Regarding the results obtained from the financial technology development component, it can be suggested that by creating a digital efficiency network, banks will help economic growth in the context of entrepreneurship by investing in the fields of creating and expanding digital entrepreneurship in the field of financial technology development, creating electronic business models, developing electronic entrepreneurship facilities, management of E-commerce infrastructure, development of digital currency and blockchain, absorption of digital entrepreneurial ideas, and development of electronic banking. In connection with the creation of the banking digital entrepreneurship network, it is suggested to the managers of the banking sector to provide the preparation for digital banking entrepreneurship by holding in-

service courses for high-ranking bank managers in the field of organizational entrepreneurship, commercial entrepreneurship, electronic entrepreneurship and digital entrepreneurship models.