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THE DETERMINING FACTORS FOR THE SUCCESS OF START-UP'S IN THE DIGITAL ERA: A SWOT ANALYSIS OF THE BUSINESS ECOSYSTEM

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ABSTRACT

The critical components that contribute to the success of start-up's in the digital landscape are explored through a SWOT analysis of strangeness and the opportunity of the business ecosystem. This analysis provides insights into the various strengths, weaknesses, opportunities, and threats that shape the operational environment for emerging enterprises in today's technology-driven market. The essential elements that play a pivotal role in the success of start-ups within the digital realm of the business ecosystem. This analytical approach offers valuable perspectives on the diverse strengths, weaknesses, opportunities, and threats that influence the operational landscape for new ventures in the contemporary technology-oriented marketplace. The essential factors that influence the success of start-ups in the digital environment are examined through a SWOT analysis of the business ecosystem. This analysis offers valuable insights into the strengths, weaknesses, opportunities, and threats that define the operational landscape for new enterprises in the contemporary technology-oriented market. The critical elements that significantly impact the success of start-ups within the digital sector of the business ecosystem are highlighted.

KEYWORDS: - Start-up's, Entrepreneurial, Digital era, Business ecosystem.

I. INTRODUCTION

The advancement of global business and research frameworks represents a vital aspect of current economic discussions. This endeavor encompasses the development and enhancement of strategies that promote international trade and cooperation, while simultaneously tackling the challenges posed by varied market conditions. The interaction between business operations and research efforts is crucial for promoting sustainable development and flexibility in a world that is becoming more interconnected. In today's global environment, the business landscape is characterized by a dynamic and frequently unstable market, highlighting the increasing significance of the BANI phenomenon for entrepreneurs engaged in international activities (Skandalis et al., 2019).

Throughout 2024, several startups faced significant challenges, leading some to cease operations entirely while others continued to struggle. The following is a summary of notable startups encountering difficulties, as compiled by CNBC Indonesia. The edutech startup Zenius announced a temporary closure at the beginning of 2024, citing "operational challenges" as the reason for halting its activities. Additionally, PT GoTo Gojek Tokopedia Tbk (GOTO) officially terminated its Gojek Vietnam operations in September 2024, a strategic move aimed at fostering substantial growth potential. Furthermore, Octopus, a waste recycling startup, has been beset by various issues, including reports of unpaid employee wages and controversies surrounding the educational background of its CEO, which have persisted since late 2023. (CNBC, 2025).

The methodology of SWOT analysis employed in this study for data collection presents several limitations, including insufficient clarity, detail, and prioritization. To enhance the clarity and comprehensiveness of the responses, a thorough analysis was conducted utilizing qualitative methods, which yielded valuable insights for a more nuanced understanding of the subject matter. In order to improve the clarity and depth of the responses, a detailed analysis was performed using qualitative methods, resulting in significant insights that contribute to a more refined understanding of the topic at hand. This research on data collection reveals various limitations, notably a lack of clarity, detail, and prioritization. To improve the clarity and thoroughness of the responses, an extensive analysis was undertaken employing qualitative methods, which provided important insights that facilitate a more sophisticated comprehension of the topic. In pursuit of enhancing the clarity and richness of the responses, a meticulous analysis was carried out through qualitative approaches, leading to substantial insights that aid in developing a more intricate understanding of the subject matter (Polat et al., 2019).

Neo-institutional theory serves as a theoretical framework that examines the influence of institutions on social behavior and organizational practices. It highlights the significance of prevailing norms, values, and regulations in directing the actions of individuals and groups across different contexts. This theory illustrates that institutions have a dual function; they provide both stability and structure while also adapting to changes in their environment, all the while preserving essential core components that affect behavior. Through the exploration of the relationship between institutions and social actors, neo-institutional theory yields important insights into the intricacies of organizational dynamics and the wider societal consequences of institutional structures. The proposed business framework research will be constructed upon the extensive themes and sub-themes discerned from the literature review related **to start-up within digital decade.** This framework will focus on the **business ecosystem**. This research endeavours to explore the connection between the global business unit sector and the business ecosystem, utilizing methodologies that encompass comprehensive literature reviews and analyses performed with NVivo. The investigator aims to uncover significant themes and subthemes, as well as their related variables, while also assessing the effectiveness of global business practices models. Additionally, it is crucial for managers to identify the diverse factors that impact the evolution of global business and the relevant business ecosystem in the current decade.

The research on the proposed business framework will be developed based on the comprehensive themes and sub-themes identified in the literature review concerning start-ups in the digital era. This framework will emphasize the business ecosystem. The study aims to investigate the relationship between the global business unit sector and the business ecosystem, employing methodologies that include thorough literature reviews and analyses conducted using NVivo software. The researcher seeks to reveal key themes and sub-themes along with their associated variables, while also evaluating the efficacy of models pertaining to global business practices. Furthermore, it is essential for managers to recognize the various factors influencing the progression of global business and the pertinent business ecosystem in the present decade.

II. LITERATURE REVIEW

The evolution of global business and research frameworks represents a crucial element in the current economic dialogue. This evolution encompasses the development and enhancement of strategies that promote trade and cooperation, while skillfully navigating the complexities present in varied market conditions. By employing sophisticated research techniques, organizations can refine their operational structures, thus bolstering their competitive position internationally. The significant influence of innovation, along with robust management skills in guiding business activities, is vital to the framework of strategic decision-making. These components are essential for advancing organizational effectiveness and achieving a competitive edge in the global marketplace. This examination draws on a relevant literature review grounded in qualitative methods, uncovering promising global business models that may guide future research initiatives. Neo-institutional theory, this theoretical framework examines the influence of institutions on social behavior and organizational practices, emphasizing the role of established norms, values, and rules in shaping the actions of individuals and groups within various contexts. It highlights how institutions not only provide stability and structure but also evolve over time, adapting to changes in the environment while maintaining certain core elements that guide behavior. By focusing on the interplay between institutions and social actors, neo-institutional theory offers valuable insights into the complexities of organizational dynamics and the broader societal implications of institutional arrangements. (Hart et al., 2016; Suddaby et al., 2013).

The theoretical framework to be constructed will center on the domain of global business, underscoring the importance of ecosystem-oriented approaches, efficient startup practices, and digital innovations that facilitate companies in attaining lasting competitive advantages. This framework aims to elucidate how these elements interact to foster resilience and adaptability in an increasingly interconnected marketplace (Fang et al., 2024; Leick & Duc, 2023).

The theoretical framework to be developed pertains to global business, emphasizing ecosystem business, successfully start up and digital improvement that enable firms to achieve enduring competitive advantages. The theoretical framework to be established focuses on the realm of global business, highlighting the significance of ecosystem-based strategies, effective startup methodologies, and digital advancements that empower organizations to secure sustainable competitive advantages (Cohn, 2017; Harima et al., 2024). This is illustrated in Figure 1 below:

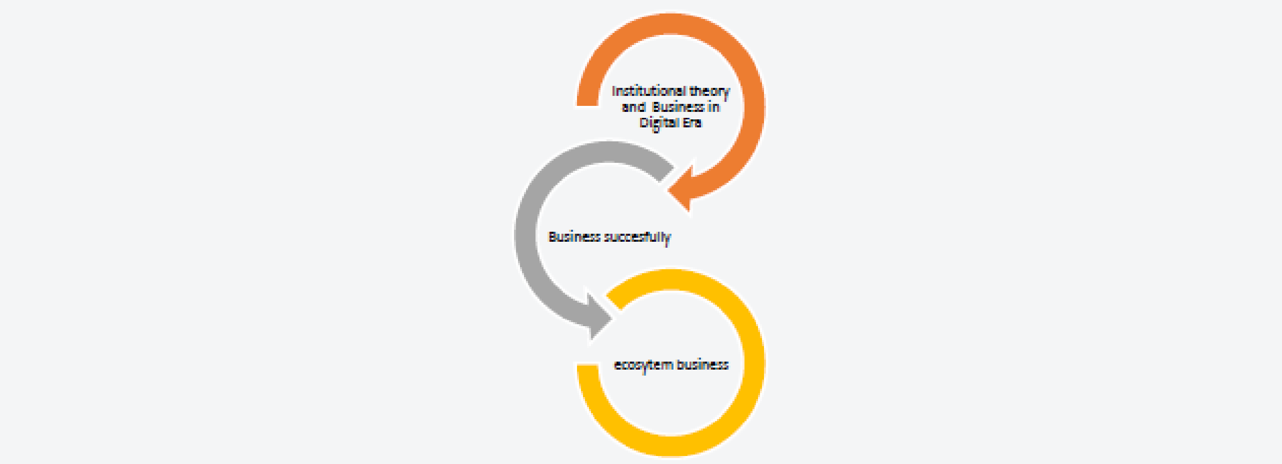

Figure 1. The advancement of theoretical concepts within the ecosystem business.

Base on Figure 1 above, the intricate dynamics of the global business ecosystem significantly contribute to fostering collaboration and synergy among its numerous elements. This interconnected structure enables the interaction and integration of a wide array of entities operating within the marketplace, ultimately leading to improved business performance and heightened collaboration. Decision theory emphasizes the processes involved in making decisions. The theoretical framework to be constructed will address the domain of global business, with a particular focus on ecosystem-oriented approaches, effective startup practices, and digital innovations that facilitate organizations in attaining lasting competitive advantages. This cohesive framework fosters the interaction and integration of diverse entities within the marketplace, thereby enhancing overall business performance and promoting greater collaboration. Additionally, decision theory plays a crucial role in elucidating the mechanisms underlying decision-making processes.

III. METHODS

The evolution of global business and research frameworks represents a crucial element in the contemporary discourse surrounding economics. This evolution encompasses the development and enhancement of strategies that promote international trade and cooperation, while simultaneously navigating the complexities introduced by varying market conditions. By employing sophisticated research techniques, organizations can improve their operational structures, thus bolstering their competitive position on the world stage. The relationship between business operations and research endeavors is essential for nurturing sustainable development and adaptability in a world that is increasingly interconnected. In today's global environment, marked by volatility and uncertainty, the significance of the BANI phenomenon has become increasingly evident for entrepreneurs engaged in international activities.

The researcher utilizes a range of methodologies, including comprehensive literature reviews and analyses performed with NVivo software, to uncover significant themes and subthemes along with their related variables. In addition, the study aims to assess the effectiveness of models relevant to global business practices. It is also crucial for managers to understand the diverse factors that affect the development of global business and the relevant business ecosystem in the current decade. The research employs methodologies that are firmly rooted in comprehensive literature reviews, complemented by analyses facilitated through the use of NVivo software (Maher et al., 2018; Spencer, 2007).

IV. RESULTS AND DISCUSSION

The theoretical framework to be constructed will center on the field of global business, drawing attention to the critical role of ecosystem-oriented strategies, successful startup practices, and digital innovations that allow companies to attain long-term competitive advantages. This framework aims to elucidate how these elements interact to foster an environment conducive to sustainable growth and resilience in an increasingly interconnected marketplace. The development of theoretical concepts aimed at establishing a sustainable profit strategy within the context of global business improvement is the focus of this study. It seeks to explore the foundational premises linking global business dynamics, managerial roles, and the overarching global business ecosystem. The researcher ought to investigate the fundamental principles that connect the dynamics of global business, the functions of management, and the broader global business environment. The proposed research on business frameworks will be developed based on the extensive themes and sub-themes identified in the literature concerning global business. This framework will prioritize sustainable innovation, highlight the importance of global branding, and incorporate managerial control mechanisms that empower organizations to secure lasting competitive advantages within the interconnected global business ecosystem (Lewis et al., 2024; Sjödin et al., 2022).

The fundamental concepts that connect the dynamics of international business, the functions of management, and the expansive global business environment are of paramount importance. The investigator is charged with examining the foundational principles that unify the complexities of global business activities, the duties of management, and the broader framework of the international business ecosystem. The themes and sub-themes derived from the literature review findings of a framework to be developed pertains to **successfully start up, business ecosystem and digital improvement** are illustrated in Figure 2 below:

Figure 2. The potential themes for future research initiatives of pursue for the successfully start up in digital decade and business ecosystem development

A framework will be constructed utilizing the extensive themes and sub-themes discerned from the literature review related to global business. This framework will focus on sustainable innovation, underscore the significance of global branding, and integrate managerial control mechanisms that enable firms to achieve enduring competitive advantages within the global business environment and network connectivity. From the Figure 2 above, the business ecosystem must recognize the importance of initiating improvements for the successful development of start-up's. This involves identifying several key aspects, including the digital ecosystem, global outreach, and the framework of international operations. These elements are increasingly complex and play a significant role in promoting collaboration within the industry. The hierarchy chart illustrating the keyword and potential enhancements for the theoretical development is presented in Figure 3 below:

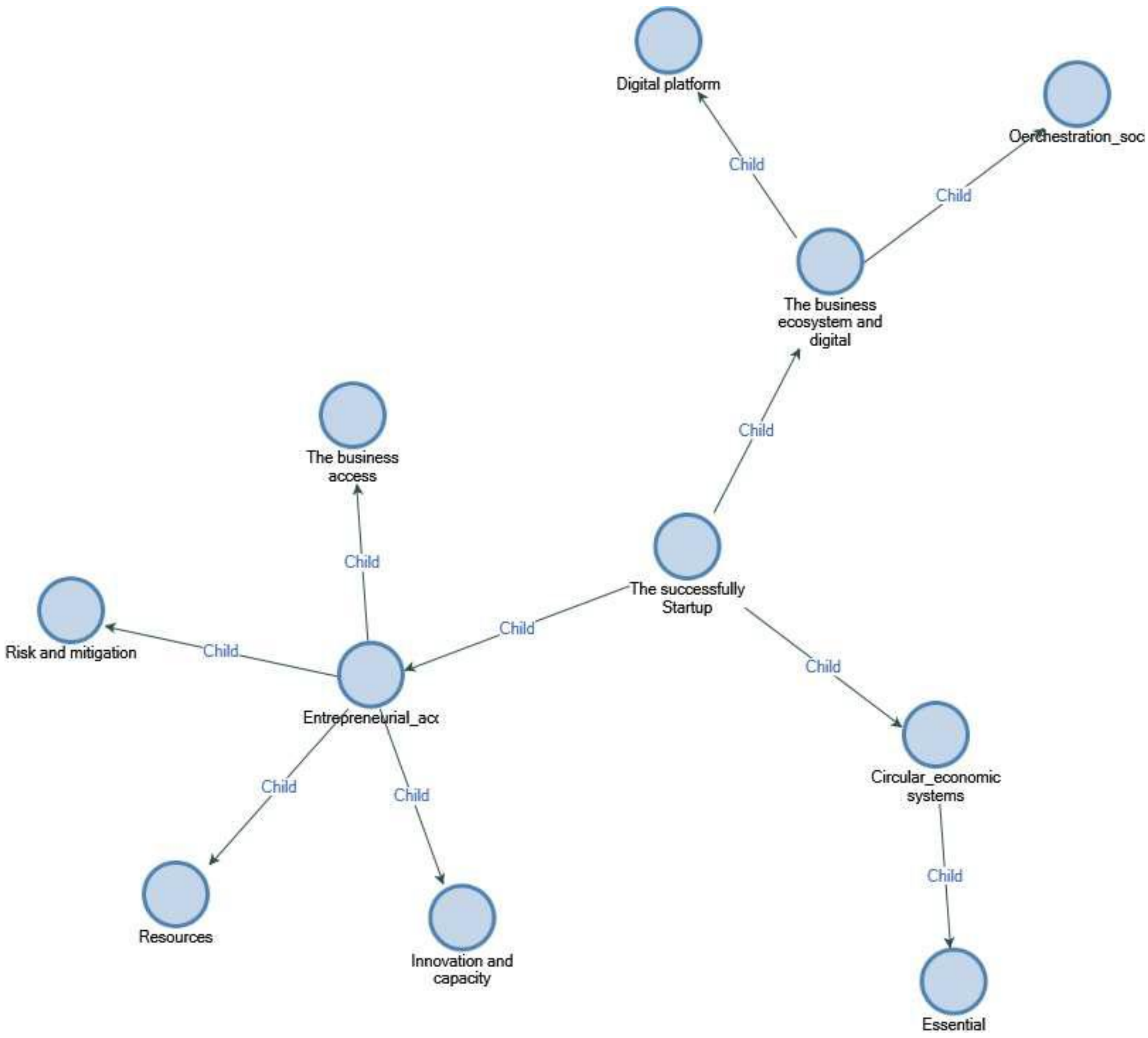

Figure 3. The keyword alongside the possible enhancements to entire the premise

A framework will be developed based on the comprehensive themes and sub-themes identified in the literature review concerning global business. This framework will emphasize to star up successfully, business ecosystem and digital improvement. The progression of international business practices necessitates an ongoing process of refinement and enhancement of global business strategies. This undertaking demands a systematic methodology aimed at improving operational structures on a worldwide scale, with the objective of increasing both efficiency and effectiveness across diverse business scenarios. Such persistent development not only affects individual organizations but also shapes the broader economic landscape, highlighting the critical need for adaptability and responsiveness in a constantly changing global environment (Kaplan, 2024).

The themes and sub-themes derived from the literature review findings of a framework to be developed pertains **the successfully business for among star ups to conduct to the globally business ecosystem,** display in Table 1 below:

Table 1. The essential improvement of fundamental principles

No	The Key-words	The possible enhancements to the Premise	Source
1.	The successfully business for among start ups	The successful operation of businesses within the startup sector is noteworthy.	(Pavlatos, 2021; Shenkoya et al., 2023)
2.	The business ecosystem and digital	The interplay between the business ecosystem and digital technology is increasingly significant in contemporary commerce. As organizations navigate this complex landscape, they must adapt to the rapid advancements in digital tools and platforms that shape their operational frameworks. The integration of digital solutions not only enhances efficiency but also fosters innovation, enabling businesses to respond more effectively to market demands and consumer behaviors. Consequently, understanding the dynamics of this relationship is essential for companies aiming to thrive in an ever-evolving economic environment.	(Cohn, 2017; Harima et al., 2024)
3.	Digital Improvement	Digital enhancement refers to the process of utilizing technology to improve and optimize various aspects of operations, services, or products. This transformation often involves the integration of digital tools and platforms to streamline workflows, enhance user experiences, and increase overall efficiency. By leveraging advancements in technology, organizations can achieve significant improvements in performance and adaptability, ultimately leading to a more competitive position in the market.	(Jordan & Richterich, 2022; Van Crombrugge et al., 2023)
4.	Entrepreneurial business access	Entrepreneurial access to business opportunities. Entrepreneurial engagement with business opportunities and the accessibility of entrepreneurial ventures.	(Gupta et al., 2020)
5.	The Opportunity of business	The prospect of engaging in business presents a significant opportunity, highlighting the potential for entrepreneurial endeavors.	(Jintana et al., 2021; Ramoglou et al., 2023)
6.	The strengthened of start-up	The fortification of start-up initiatives and the pursuit of improving start-up enterprises are essential components in fostering innovation and economic growth.	(Fang et al., 2024; Leick & Duc, 2023)

7.	Essential of the Product	The primary features of the product demand enhancement, suggesting that substantial advancements are required in its essential attributes. The critical components of the product call for improvement, highlighting the necessity for significant upgrades to its foundational characteristics.	(Kaul, n.d.)
8.	Risk and Mitigation	The concepts of risk and its corresponding mitigation strategies are essential in various fields, particularly in project management and finance. Risk refers to the potential for loss or adverse outcomes that may arise from uncertain events, while mitigation encompasses the measures and actions taken to reduce the likelihood or impact of these risks. Effective risk management involves identifying potential risks, assessing their severity, and implementing appropriate strategies to minimize their effects, thereby ensuring the stability and success of projects and investments.	(Lu et al., 2024; Pang et al., 2023)
9.	Business access	Business accessibility refers to the ease with which individuals can access and utilize commercial services and resources. This concept encompasses various factors, including physical access to business locations, the availability of online platforms, and the inclusivity of services offered to diverse populations. The availability of commercial resources is crucial for fostering economic growth and ensuring that all members of society can participate in the marketplace effectively. By enhancing accessibility, businesses can not only expand their customer base but also contribute to a more equitable economic environment.	(Fadahunsi, 2012; Van der Heijden et al., 2020)
10.	Innovation and Capacity	The concepts of innovation and capability are intrinsically linked, as the ability to innovate often hinges on the resources and skills available within an organization or system. Innovation refers to the introduction of novel ideas, products, or processes that can enhance efficiency and effectiveness, while capacity encompasses the potential and resources necessary to implement these innovations successfully. Together, they form a dynamic interplay that drives progress and competitiveness in various fields.	(Donbesuur et al., 2020; Lee & Rodríguez-Pose, 2013)

11.	Access to Resources	Access to resources refers to the ability to obtain and utilize various materials, information, or services that are essential for achieving specific goals or fulfilling needs. This concept encompasses a wide range of elements, including financial assets, educational tools, technological support, and natural resources, all of which play a critical role in facilitating individual and collective progress. The availability and accessibility of these resources can significantly influence opportunities for development, innovation, and overall quality of life.	(Bagheri, 2016; Lau, 2011)

Neo-institutional theory serves as a theoretical framework that investigates the impact of institutions on social behavior and organizational practices. It underscores the significance of established norms, values, and regulations in influencing the actions of individuals and groups across diverse contexts. This theory illustrates that institutions not only contribute to stability and structure but also undergo evolution, adapting to environmental changes while preserving essential core elements that direct behavior. By examining the relationship between institutions and social actors, neo-institutional theory provides important insights into the intricacies of organizational dynamics and the wider societal consequences of institutional frameworks.

V. CONCLUSION

The transformation of global business and research paradigms stands as a crucial element in contemporary economic discourse. This transformation involves the formulation and refinement of strategies that facilitate international trade and collaboration, all while addressing the complexities inherent in diverse market environments. Through the implementation of innovative research methodologies, organizations can enhance their operational frameworks, thereby optimizing their competitive advantage on a global level. In the current international landscape, the business environment is marked by a fluid and often uncertain market, underscoring the growing importance of the BANI phenomenon for entrepreneurs involved in global ventures. The theoretical framework to be developed will focus on the domain of global business, emphasizing the essential importance of ecosystem oriented strategies, effective start-up methodologies, and digital innovations that enable organizations to secure enduring competitive advantages. This framework seeks to clarify the interactions among these components, highlighting their collective contribution to creating an environment that promotes sustainable growth and resilience within a progressively interconnected market landscape.

A framework will be constructed that draws upon the extensive themes and sub-themes uncovered in the literature review related to global business. This framework will focus on the successful initiation of start-up’s, the dynamics of the business ecosystem, and advancements in digital technology. Implication to the Neo-institutional theory functions as a conceptual framework that explores how institutions shape social behavior and organizational practices. It emphasizes the importance of established norms, values, and regulations in guiding the actions of individuals and groups in various contexts. This theory demonstrates that institutions play a dual role; they not only foster stability and structure but also evolve in response to environmental shifts, all while maintaining fundamental core elements that influence behavior. By analyzing the interplay between institutions and social actors, neo-institutional theory offers valuable insights into the complexities of organizational dynamics and the broader societal implications of institutional frameworks.

The business ecosystem must acknowledge the critical need for implementing enhancements to facilitate the successful growth of start-ups. This process entails the identification of several essential components, such as the digital landscape, global engagement, and the structure of international operations. These factors are becoming progressively intricate and are pivotal in fostering collaboration within the industry. The business ecosystem must recognize the imperative of adopting improvements that support the effective development of start-ups. This undertaking involves pinpointing various crucial elements, including the digital environment, international interaction, and the framework of global operations. These aspects are increasingly complex and play a vital role in promoting cooperation within the sector.

The enhancement of start-up initiatives and the commitment to advancing start-up enterprises are critical elements in promoting innovation and driving economic development. The opportunity to engage in business ventures represents a substantial potential for entrepreneurial activities. The effective functioning of businesses in the start-up domain is particularly remarkable.

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