Entrepreneurial Agility: Innovating in a Rapidly Changing Gig Economy Environment

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Abstract

This research focuses on the phenomenon of Entrepreneurial agility in the emerging gig economy and entrepreneurship and how they are important when dealing with forces such as dynamic market environment, shifts in laws, and contingencies from competitors. Thus, the problem is like a race challenge that requires the use of technologies as tools for constant innovation by entrepreneurs to operate effectively in a dynamic environment.Despite these challenges, the study establishes how various agile strategies like iterative procedures, real-time data analysis, and customer-oriented formation can be used to promote innovation as used by agile entrepreneurs. I discuss how dynamic pricing solutions and diversification of services are revolutionizing the gig economy business model. The research finally discusses the future of the gig economy, specifically highlighting how issues of sustainability, the adoption of emerging technologies, and decentralization will reshape entrepreneurial practices, hence the need for the concept of entrepreneurial agility, which forms the basis of sustainable business success in theevolving gig economy environment.

Keywords:
Entrepreneurial Agility, Innovation, Real-Time Data, Emerging Technologies, Business Adaptability

Biographies

Tanjim Khan Nabil is now a 6th-semester undergraduate student in the Department of Computer Science and Engineering at the American International University in Bangalore. Being inspired by research and enthusiastic about competitive programming, he is eager to explore new technological factors that define innovations. He is highly passionate about data science and wants to pursue her research interests with great possibilities, which will revolutionize the research front for her, other scholars, and society. The fields of specialization are Information Systems, Computational Statistics, Artificial Intelligence, and Smart Technologies. Moreover, he participates in extramural activities including games and art to showcase his balanced personality and dedication in academic and co-curricular activities.

Md. Mortuza Ahmmed is an Associate Professor at the department of Mathematics, American International University Bangladesh. He is a statistician with an extensive range of research interests, primarily focused on application-based methodologies. His work revolves around applying various statistical techniques across different sectors to enhance the accuracy and precision of analyses and projections. His core academic research areas include public health, education, and machine learning. One of his primary goals is to assist students in acquiring the technical knowledge necessary to transform their ideas into successful outcomes, contributing to the development of a modern

society. Through his efforts, he aims to empower the next generation of professionals to leverage statistical tools effectively in addressing real-world challenges.