

A Digital Communication Competence plays a key role in Entrepreneurial Success

Pallavi Bajirao Kolhe

Sindhu Senior College Gandhinagar, Kolhapur

Article Info	ABSTRACT
<p>Article History: Received: 31st Dec 2025 Accepted: 15th Jan 2026 Published: 22nd Jan 2026</p> <p>Keywords:</p> <p>Digital communication competence, entrepreneur, traditional communication</p>	<p>This paper focuses on Digital Communication Competence helps modern entrepreneurs to improve internal efficiency, allows for data driven strategies and build loyalty by creating two-way conversation, transforming ideas into successful ventures. It also explores benefits of digital communication in the workplace. The way business interact with stakeholders such as customers, workers and inventors has changed dramatically due to transformation from conventional communication techniques to digital platform. This study indicates that digital communication competence as reflected by motivation, knowledge and digital skills plays a crucial role in enhancing the performance of entrepreneur. A future entrepreneur should possess advanced communication skills which includes social media marketing, digital marketing strategies. These competencies would facilitate customer involvement and open innovation. As a result, the process of co-creation creative ideas can be transformed into successful products and services.</p>

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INTRODUCTION:

Digital communication is crucial for entrepreneurial success by expanding audience reach, cutting costs, and fostering real-time engagement, enabling entrepreneurs to build brands, generate leads and drive sales through social media, content marketing and direct customer interaction, essential for navigating the modern and interconnected business landscape. It improves internal efficiency, allows for data-driven strategies and builds loyalty by creating two-way conversations, transforming ideas into successful ventures.

Digital communication has become an essential part of how we interact with others. With the rise of remote work and virtual collaboration people are relying on digital tools and platforms to communicate and connect with colleagues, clients and partners. Effective digital communication skills have become a valuable asset for professionals in all industries, as they allow them to build relationships, share information and collaborate on projects regardless of our physical location.

In today's rapidly evolving business landscape, having a strong digital presence is no longer optional for entrepreneur, it's a necessity. As we move further, the significance of digital platforms in shaping business success cannot be overstated. From social media to websites, and from e-commerce to digital marketing, the internet has become an integral part of entrepreneurial strategy. Now a days, entrepreneurs need to prioritize their online identity and digital strategies.

What is Digital communication

Digital communication includes any form of communication that takes place digitally, primarily on a computer, smartphone or other mobile device such as a tablet. It includes everything from emails and text messages to video calls and social media interactions. Communicating digitally is a communication technique in which thoughts, data or information are digitally encoded as discreet signals. These signals are electronically transferred to the recipients.

Digital Communication offers the flexibility of both asynchronous and synchronous communication. Asynchronous communication allows individuals to send messages and receive responses at their convenience, such as through email or social media posts. On the other hand, synchronous communication enables real-time conversations through platforms like video conferencing, where participants can engage in discussions without delays.

Digital Communication and Entrepreneurial Success

The entrepreneur is agile, has a strong personality, is creative, explores new ideas and knowledge, and has a clear objective, taking the first step. They also can work in groups, are persistent, know how to plan, and have the courage to take risks, demonstrating an attitude of human respect and autonomy. In the economic field, they are defined as those with the skills and competencies to create, open, and manage a business, generating positive results. The entrepreneur is also remembered as the generator of wealth in a country, promoting economic growth and improving the living conditions of the population by creating jobs and income. As such, they are defined as a daring person who takes risks to innovate, seizing opportunities to make a difference.

Communication is arguably the most important skill that you must master if you want to become a successful entrepreneur. Entrepreneur has to explain their idea repeatedly. Whether it's to pitch to an investor, a potential co-founder or customer, being able to communicate on a personal and professional level undoubtedly will save a lot of time and stress. Digital skills can help in this regard. Much of the communication we do these days is done online and as an entrepreneur, one's need to be able to professionally communicate via such channels like email and skype. Without digital skills, we may fail to pitch to a potential investor halfway around the world because, we failed to set up your computer to have a Skype call.

Strategic use of digital channels for communication with internal and external stakeholders, including staff members, clients, investors, suppliers, and the general public is known as corporate digital communication. This type of communication uses digital resources such as websites, social media, email, and mobile applications to promote business communications, develop brand identity and improve consumer interactions.

Entrepreneur always need effective corporate communication to thrive. Print media, radio, TV, and in-person contact were the traditional means of facilitating this communication. However, business communication has changed significantly since the internet and social media platforms became popular. The transition from print to digital media has given companies more chances to communicate with their stakeholders in real-time, expanding the scope and promptness of their outreach initiatives.

The emergence of digital platforms like email newsletters, company blogs and social media has made it possible for entrepreneur to communicate in more ways than one. Companies may now converse with their audience instead of just sending messages, offering a more customised and dynamic

communication experience. One of the most critical aspects of entrepreneurial is visibility. With the rise of digital tools and platforms, entrepreneurs now have the opportunity to make their brands accessible to a global audience. A strong digital presence allows businesses to expand beyond traditional geographical limitations and tap into markets worldwide. For instance, small businesses that once operated only locally can now easily sell products or services globally. Search engines like Google and social platforms like Facebook, Instagram, and LinkedIn are often the first point of contact between businesses and potential customers. A robust digital presence helps ensure that when customers search for relevant keywords, your business appears in search results. This improves the chances of attracting potential leads and converting them into loyal customers. Without an online presence, entrepreneurs would be invisible in a digital-first world, limiting their growth potential.

Now a day's, consumers are becoming increasingly discerning about which businesses they choose to support. A well-managed digital presence can be the key to establishing credibility and trust with customers. Entrepreneurs who invest in building a polished and consistent online identity through their website, social media profiles, and customer reviews can easily earn the trust of potential buyers.

A professional website, complete with up-to-date content, testimonials, and clear contact information, serves as the foundation for a business's online reputation. Social proof, such as positive customer reviews, online endorsements, and user-generated content, can further enhance credibility. In an era where consumers are bombarded with choices, trust is one of the most significant factors in deciding which brands they engage with. A digital presence that reflects transparency, authenticity, and a genuine commitment to customer satisfaction is a powerful tool in establishing and maintaining trust.

Key factors for effective Digital Communication

However, communicating effectively in a digital environment requires a different set of skills than traditional face-to-face communication. In order to succeed in the digital age, we need to understand the nuances of digital body language and be able to adapt our communication style to different platforms and audiences.

Certainly, there are some key factors on which measures and guidelines for effective digital communication can be based:

Value Visibly: It is all about making your contributions and priorities clear and visible to others in digital communication. Since there are no physical hints to signal your motivation or attention, it's important to actively demonstrate that you are present and focused.

Communicate Carefully: This emphasizes the importance of being thoughtful and intentional in your digital communication. With fewer signs to convey tone or emotion, it's easy for messages to be misinterpreted or come across as abrupt or dismissive. To avoid this, you should take care to choose your words carefully, use appropriate tone markers like emojis or exclamation points, and be mindful of your audience's context and perspective.

Collaborate Confidently: This law is all about fostering a sense of trust and collaboration in digital work environments. It's important to establish trust and rapport through digital communication. This can include things like being proactive about sharing information or updates, using inclusive language to encourage participation from everyone, and being willing to ask for help or clarification when needed.

Digital Communication at Workplace

In today's fast-paced modern society, it is essential that we use digital communication in the workplace. With the introduction of smartphones and tablets, there are endless possibilities for new tools to improve and increase productivity. One such tool is [frictionless SMS](#), which allows instant, streamlined communication without interrupting workflows. Communication technology is revolutionizing the workplace. For businesses and their employees, CT offers several benefits, including greater access to information, streamlined communication and improved productivity. The concept of technological advancements in the workplace has been around for quite some time, but it was not until recently that organizations began to see the real benefits. With so many new opportunities to communicate digitally and make business processes easier, organizations can now increase productivity among their employees while also reducing costs. The emergence of digital technology has revolutionised internal and external communication inside organisations. Digital communication significantly impacts organisational success as it becomes an essential component of company strategy. Customer engagement and satisfaction are among the most important outcomes achieved through company digital communication. Customer interactions have been completely transformed by the capacity to offer tailored information, receive real-time feedback, and engage with customers through digital channels. Organisations may connect customers at several touchpoints using digital communication technologies like email newsletters, chatbots, and social media. This can boost customer satisfaction and brand loyalty.

Conclusion

To sum up, digital transformation is proving to be a key catalyst for entrepreneurial growth.

Entrepreneurs who embrace digital tools are better equipped to scale their businesses and to reach their streamline operations. However, successful digital adoption hinges on the entrepreneur's digital literacy, access to modern platforms and a well-structured change management approach. This study proves that digital communication allows entrepreneur to reach a wider audience with their message. This is important for businesses that want to raise awareness of their product or service. Additionally, digital communication is often more cost-effective than traditional forms of marketing and advertising. Furthermore, digital communication enables organisations to gather real time customer experience. This data driven approach can enhance customer satisfaction as customers feel that the organisation understands and caters to their individual need And finally, digital communication can be more engaging and interactive than other forms of communication, which can help build relationships with customers and clients.

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