

ABSTRACT

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THE COMPETITIVE ADVANTAGE OF INFLUENCER ENTREPRENEURS IN BUSINESS VENTURES

(xii+ 81 pages, 5 figures, 2 tables, 4 appendices)

Successful enterprise creation normally requires substantial tangible or intangible resources. Tangible resources can be physical or financial capital. However, the challenge for emerging enterprises is to be able to demonstrate the intangible resources embedded in the venture, such as entrepreneurial capital, to venture capitalists and other prospective stakeholders. It is the quality of the entrepreneurial capability, that is, its ability to generate future income services, which accounts for its efficiency. Using qualitative research method with Reza Arap and their coworkers are the main respondent. The latent variables identified in this research is collected and shown in the mini-model that illustrates the competitive advantage of YB Lab. This research can be used as future guidance or research for future researchers to become a comparison for other businesses and entrepreneurs.

Keywords: *Business, Venture, Joint, Influencer, Visualization.*

References: 105 sources (1945 – 2023)