

AN IMPACT ON TECHNOPRENEURSHIP: CAB AGGREGATORS
INTEGRATION ON TECHNOLOGICAL INNOVATION

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ABSTRACT

The study described how young entrepreneurs find it difficult to translate their business ideas into cutting-edge goods and services due to technological advancements and entrepreneurship skills. A new kind of entrepreneurship has surfaced in which tech enthusiasts turn their ideas into profitable and useful business concepts. Technopreneurs each identify existing practices, evaluate the needs of the technology market, and then propose a novel and innovative idea. Successful technopreneurs possess professional programming, computer (hardware and software) development, strategic thinking, and other necessary skills to thrive in a world that is changing quickly. Innovation, not invention, is the secret to success in technopreneurship. This document identifies the license granting authority to any taxi aggregator may make reference to the Guidelines. Utilizing technological resources such as computers, mobile devices such as smart-phones and tablets, digital cameras and watches, social media platforms and networks, and software applications is known as technology integration. The primary goals are to analyze the significance of technological cab integration, study the advantages of payment gateway integration, and identify the technopreneurship essential elements of the aggregator's guidelines. The study also recommended a necessary area to address the technological integrations of cab aggregators. The findings of the research indicate on the significant relationship between aspects of the cab aggregators guidelines with technological integration and there is not significant relationship between importance of technopreneurship with cab integration.

Keywords: *Technoprenership; Cab; Aggregators; Key aspects; benefit; technology; Integration; Payment gateway*

INTRODUCTION

With new knowledge, new products, new processes, new services, new markets, and new businesses, technopreneurship is destroying the old and creating the new. Technopreneurship is the process of designing a person's, an organization's, or a country's future. The internet and mass media are the primary drivers of technopreneurship's popularity. Engineering the future of an individual, an organization, a country, and the world is a process of synthesis rather than a product. The internet and mass media are key contributors to technopreneurship's popularity in a digital, knowledge-based society. Websites, new cell phone models, laptops, tablets, and PCs have made it clear that everywhere you look, on every website, and on every channel you watch, there is a technological advancement. Successful technopreneurs include Steve Jobs (Apple), Kevin Systrom (Instagram), Jack Dorsey (Twitter), Sergey Brin and Larry Page (Google), Bill Gates (Microsoft), and others.

LITERATURE REVIEW

Travis Kalanick Uber's founder and former CEO, he was inspired after his car broke down in the middle of the road one day, causing him to be late for work. This is when he came up with the unique idea of calling a cab using an application from any location to your own while keeping track of

its Via GPS. Uber took the whole world by storm with its time saving and easy-to-book car feature. **Elon musk**, popularly considered as a teck geek and who happens to be the CEO of Tesla, Paypal and space X. Billgates of Microsoft, Scrgy Brin and larrypage of Google, Jack Porsey of Twitter, Steve Jobs of Apple, Kevin System of Instagram. Eric schimdt 1987, It makes sense that the words "technology" and "entrepreneurship" were combined to create the term technopreneurship. Because technology is constantly changing, businesses—not just search firms—must embrace change. Elon Musk, the CEO of SpaceX, PayPal, and Tesla, has been considered a tech geek. Furthermore, Elon Musk is regarded as a disruptor who has dispelled the myth that outsourcing is the only effective strategy for reducing business expenses. The group of risk-taking technopreneurs is constantly hurried by Elon Musk. Steve Jobs and Bill Gates Bill Gates, the founder and owner of Microsoft, the most acclaimed company in history, is covered by other well-known technopreneurs. However, we will always remember the late Steve Jobs. Naturally, the movie that Of course, Steve Jobs is referred to as a technopreneur in the movie "Pirates of Silicon Valley." The true picture of today's tech world is presented in that man's biographical film. It encompasses all of the innovative activities that went into creating Steve Jobs' Apple Computer Corporation, a multinational corporation. Having such outstanding technopreneurs at the same time is intriguing. In the past, these two businesses have competed against one another in a number of events. It's entertaining to watch these computer and software technologies battle it out. By **Vibham Raman and Neeraj Dubey 2021** Cab Aggregator Guidelines In order to regulate the cab aggregator market, the Ministry of Road Transport and Highways released the Motor Vehicle Aggregators Guidelines, 2020 ("Guidelines"). In accordance with Section 36 of the Motor Vehicles (Amendment) Act, 2019, which calls for amending Section 93 of the Motor Vehicles Act, 1988, the Guidelines were released through notification S.O. 4251(E). State governments will use the Guidelines as a framework for guidance. Therefore, state governments may make reference to the Guidelines whenever they grant a license to a taxi aggregator. **Dr. N. R. Mohan Prakash and Mr. Sai Kalyan Kumar Sarvepalli (2016)** Cab aggregators, also known as car aggregators, are referred to as ride-sourcing or ride-hailing companies in management research terminology. These services gained enormous popularity in all of the major cities after the introduction of Ola and Uber. In a sense, this upheaval offered a remedy for the taxi industry, which up until that point had been highly disorganized and expensive. With their innovative business strategies, Uber and Ola focused mostly on balancing supply and demand to benefit drivers, consumers, and aggregators alike. When these businesses first started out, connecting drivers and customers in order to earn a commission was their main business strategy. In order to obtain rides, many drivers registered for both Ola and Uber, which presented a significant challenge for these two businesses. Both Ola and Uber are currently attempting to change their business models to partially inventory in order to buck this trend. This involves owning some taxis and lending them to drivers who work only for them. The purpose of this paper is to provide an overview of the Indian car aggregation market, including its current state, problems, and potential for consolidation in light of recent industry developments. **Helen Spencer-Oatey's 2019** study on the definition of integration and its significance for internationalization. The term "integration" is frequently used in relation to internationalization, but its definition is rarely examined, and its advantages are frequently taken for granted. In this article, we begin by going over how integration has been conceptualized in various fields, including organizational studies, intercultural communication, health psychology, and education and the internationalization of education. We suggest that by taking into account the various levels at which integration can be examined—individual, community, and institutional—the disparate interpretations found within and between these fields can be synthesized. The various advantages that integration can offer at these various levels are then reviewed, along with their connections and the possible drawbacks of ignoring integration. In closing, we offer a framework to assist colleges and all of their constituents (employees and students) in creating their own plans and goals for improving integration.

RESEARCH OBJECTIVES

1. To identify the technopreneurship key aspects of the aggregator's guidelines.
2. To Study the benefits on payment gateway integration
3. To Analysis the importance and Technological cab integration

HYPOTHESIS TESTING

1. **H1:** There is a significant relationship between aspects of the cab aggregators guidelines with Integration.
2. **H2:** There is a significant relationship between Importance of technopreneurship with integration.

Important elements of the guidelines

Controlling the aggregator: It aims to regulate the taxi aggregator market and defines a "aggregator" as a marketplace or digital middleman that connects a passenger and a driver for the purpose of transportation. An aggregator must adhere to the Information Technology Act of 2000 and its regulations, including the Intermediary Guidelines, and maintain a registered office in India as a company registered under the Companies Act. **Cooperative Society, or LLP:** Requirements for Licensing: In states where it wishes to operate, the aggregator must now apply for a license. To allow the aggregator to conduct business, a state-issued license will be a necessary prerequisite. When granting an aggregator a license, state governments must adhere to the rules set forth by the Center. If the aggregator doesn't start operating within six months of the license being granted, the license will be revoked. Such a license has a five-year validity period, costs INR 5,00,000, and requires INR 2,500 to renew. Furthermore, if there is "systemic failure" to ensure the safety of both the driver and the rider, a breach of contractual obligations, repeated instances of financial inconsistencies with regard to the fares charged to riders, unjustified surge pricing, severe financial swindling, or a violation of safety standards, among other things, the aggregator license may be suspended. **Fare Regulation:** A trip's base fare is determined by the city tax fare as indexed in WPI, and surge pricing is limited to 1.5 times the base fare. The minimum amount that can be charged is limited to 50% of the base fare. According to the Guidelines, the driver of the vehicle must receive 80% of the total fare, while the aggregator's share is limited to 20%. 10% of the total fare is the maximum cancellation fee for both the driver and the passenger, provided that it does not exceed 100 Indian rupees. Surge pricing is the rate that applies when there is a greater demand for taxis than there are available taxis in a specific location at a specific time, cannot be unfairly billed. A fare that is 50% less than the base fare and a maximum surge pricing of 1.5 times the base fare can be charged by aggregators. **When hiring a driver:** The aggregator should have an induction training program for onboarding drivers after performing a thorough background check and medical examination. This program will teach drivers how to use the app, adhere to applicable motor vehicle laws, drive carefully, provide first responder training, gender sensitization, and maintain hygiene in the cab, among other things. Additionally, the aggregator must insure its drivers with health and term insurance worth 5 and 10 lakh rupees, respectively, with a 5% annual increase. Additionally, the Guidelines stipulate that the driver must take a 10-hour break and refrain from driving for more than 12 hours in a single day. **Aggregator compliances include:** ensuring that the vehicle complies with all applicable motor vehicle laws, insurance regulations, and emission standards; providing a control room to monitor taxis around-the-clock and a call center with a working phone number to help drivers and passengers, as well as to handle grievances; ensuring the safety and protection of women's rights; and providing women who want to carpool with other women with the option to do so exclusively. **App-related Requirements:** In cases where Hindi is not a state language, the aggregator's app must be available in both Hindi and English in addition to the official state language. For a minimum of three months and a maximum of twenty-four months, the app data should be kept on the server located in India. The appropriate government authorities would have access to this data, but no customer information would be shared

without the customer's express written consent. **The Competent Authority's Power:** Empowered to take suo moto cognizance and suspend the aggregator's license in the event that the aggregator commits any wrongdoing. The license will be canceled if there are more than three suspensions in a single fiscal year. Additionally, the order would be canceled if the aggregator committed any serious violations or if it had not received its license and NOC as required by the suspension order. When the license is revoked, the aggregator is required to halt and suspend all of its activities. Additionally, the aggregator has the option to willingly give up the license if it so chooses. Finally, within 30 days of the authority's order being issued, the aggregator may, if it so chooses, appeal to the State Government or any other authority that the State Government notifies. According to the Guidelines, the state government has the authority to look into drivers who have been offboarded multiple times. Additionally, in order to comply with the Guidelines, the State Government may request any information from the aggregator that it deems necessary. The Guidelines also give the authorities the authority to search and investigate the aggregator's location.

NEED FOR TECHNOPRENEURSHIP

The use of technology to achieve a variety of goals has been influenced by technopreneurship. First of all, it facilitates communication between individuals and produces both solutions that benefit the country and some unexpected products. In addition, it has given society and the country additional advantages that support human and economic growth.

Employment Opportunities: Since start-up companies require personnel to manage all aspects of their operations, the number of job openings increases. Technopreneurship also helps the country fight unemployment by generating jobs. It raises an economy's employment rate. **Local Resources:** Every entrepreneur can use a variety of productive and natural resources to help their business succeed. Utilizing local resources lowers the rate of resource waste and increases their value. **Decentralization and business diversification:** An entrepreneur can identify business opportunities and locate them in appropriate locations, including remote areas. **Technological advancement:** As a creative and innovative technopreneur, they contribute significantly to both the development of technology and its application. **Capital formation:** Investment is a crucial component of a business, and an entrepreneur needs money to launch and grow their enterprise. They use the public savings that result in economic development and accept financial aid from financiers and investors. **Encouragement of entrepreneurial activities:** Young people have the opportunity to work with these technopreneurship companies and gain practical knowledge about how to succeed. Additionally, it encourages these coworkers and staff members to expand and launch their own businesses.

INTEGRATION

It indicates on combining two or more things is called integration. One of its two primary categories involves the change in quantity prior to integration. Prior to integration, there was another change in quality. Utilizing technological resources such as:

- Computers
- Digital cameras and watches
- Social media platforms and networks
- Software applications
- Mobile devices such as smartphones and tablets
- The internet

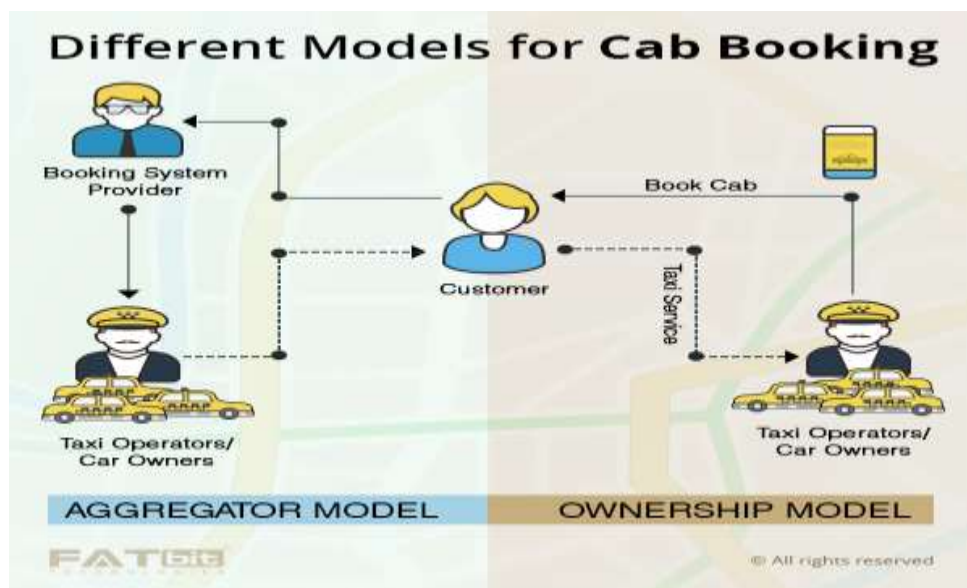


Diagram 1: Different model for cab booking

The Technopreneur Cab Reservation Procedure

- To enter a preferred pickup location, use the search bar.
- GPS functionality to determine present location.
- A thorough map showing the location they have chosen.

The online taxi aggregator app needs to be highly intuitive and offer an impressive layout. All the features of the mobile app should be well defined and focus ought to be on immersive actions. The intended user base and usability should be taken into consideration when designing the overall interface.

Integration of Payment Gateways

The most crucial component of any business app is the payment gateway. This is the main theme of any business. We all want to make money and so we are into the business. In a taxi booking app, the payment gateway integration is an inexorable feature because you cannot run a taxi business without having this option integrated into your taxi booking app. We need an easy and secure payment process for all types of business and this will surely satisfy your customers. If the interface is very effective and user-friendly, then a huge number of customers will like your service and plays an important role in satisfying your customers

Benefits of Using Payment Gateway Integration

The main benefits of using cab aggregators integration are:

Easy Payment: When your taxi booking app is integrated with the payment gateway, then it will be really easy for the customers to use your taxi booking app. It allows them to pay the fare of the ride without carrying any cash with them. The payment is done easily by clicking the payment options in the taxi booking app and customers can also add money to the wallet provided in their payment gateway. This makes the whole process very easy when compared to the traditional way of the taxi business. **Safe and Secure Payment:** The payment gateway is highly secure and safe to use. This attracts more potential customers to your taxi business because the amount they pay for the taxi services is going directly to the taxi business owner's account or company account without having an intermediary in between. Reduces human error for driver pay-out This option is very safe because

when the customers book an online taxi, they initially pay for the ride and the amount is deducted from the customer's account only if the ride is completed and the amount is back to customer's account if the ride is cancelled. The same thing happens with drivers since the amount is going directly to the owner the drivers cannot make use of the money for any other purpose. **Trip Fare –Automated:** As you all know that in olden days, the drivers used to simply tell us a fare as per their wish and once the customers reach their destination sometimes, they don't accept the same fare and they may ask for an extra additional charge. Usually, these types of service frustrate customers. You can avoid this type of disputes by setting up the amount with your payment gateway integration in your App. This will automatically calculate and provide the ride fare in customer's App. **Automated-Driver Management:** With the help of payment gateway option in your taxi booking app, you can easily handle the complete driver management. Driver's will have their wallet in the App. The commission from the driver is automatically taken from their wallet, at the end of each month or week. The same thing happens for their pay-out. After calculating the incentives and the commissions, the driver receives their pay in their wallet. So it makes the payments easy to the drivers as well. They need not go directly to the owner or the company to receive their month-end pay-outs. **Minimizes human error in driver payout:** A driver gets paid in cash by customers, the money or commission does not go straight to the business. In such a case, if the driver needs to pay the company at the month end, then the admin of the taxi business can set only the cashless rides to the drivers using the features of payment gateway and the outstanding commissions go directly to the taxi company. So, there is no need for tedious calculations on a daily basis. **Cash free Ride:** As we have already seen in the above topics, the important part of the payment gateway integration is that the customers can enjoy the cashless ride. The customers need not carry their wallet. Instead of that, they can make use of an online wallet system in the taxi booking app or can pay for the ride using the credit card or the debit card. So, it is easy to say if you have your Mobile App on your mobile, then you can make use of this service with ease. **Saves time:** The main advantage of the payment gateway integration in your taxi booking app is the saving of the time using this option. It is very too easy to use, so definitely save the time of the customers as well as the admin and drivers in providing the payouts. It saves time in calculating all the commissions and incentives as it very easy to do all the calculations with the help of automated payment gateway features. **Increases cash flow:** The main part of any business is the proper cash flow to the account. Any company can be successful in their business only if they are able to access the cash for their need like paying to the vendor, employees, incentives, taxes, promotional activities, etc. Before implementing the payment gateway integration, it took ample time for all the business transactions and there was a delay in receiving the invoice and updating the current status of the transaction. With payment integration, there will be proper cash flow to manage payroll, to pay vendors, and for other operational costs, etc. **Reduces Labour cost:** In olden days the payment was entered in the ledger and we needed employees to look at the accounts and now it has been reduced, only one or two persons are required for the accounts section. Because it makes the process very simple, it will assist you in cutting back on the number of employees and the amount of money spent on training. **High-speed transaction:** Since all the business transactions only take seconds to execute, it takes very less time to receive or send any amount. The transactions include less processing fees and high speed.



In order to answer pertinent questions and assess results, data collection is the process of obtaining and measuring information on specific variables in an established system. In every academic discipline, including the humanities, business, and the social and physical sciences, data collection is an essential part of the research process. "Data" is the primary source of the data collection techniques. Primary and secondary data are the two categories into which data can be divided. In any research or business process, gathering data is crucial because it helps identify a number of crucial aspects of the organization, most notably its performance. Thus, the process of gathering data is crucial to each stream. There are two categories of data collection methods based on the type of data: primary data collection methods and secondary data collection methods. Principal Techniques for Gathering Data contains information gathered directly from the original source through surveys, experiments, or observations is referred to as primary data or raw data. There are two types of primary data collection methods. These are methods for gathering quantitative data and techniques for gathering qualitative data. Techniques for Gathering Secondary Data. It is information gathered by a party other than the user. It indicates that the data is already accessible and has been analyzed. Books, journals, periodicals, magazines, and newspapers are examples of secondary data. Either published or unpublished data could be involved. Public records, government publications, historical and statistical documents, business documents, and technical and trade journals are just a few of the sources where published data can be found. Unpublished information includes things like letters, diaries, and unpublished biographies.

Table:1 Simple Percentage Analysis

Key Aspects of the cab aggregators		Frequency	Valid Percent
Valid	Regulating the aggregator	31	12.4
	Licensing Requirements	34	13.6
	Fare Regulation	41	16.4
	While engaging a driver	30	12.0
	Compliances for Aggregator	34	13.6
	App related Requirements	45	18.0
	Power of the Competent Authority	35	14.0
	Total	250	100.0

Source: Primary information

The majority of cab aggregators (18%) were found to be well-versed in app-related requirements for cab technological innovation.

Chart-1

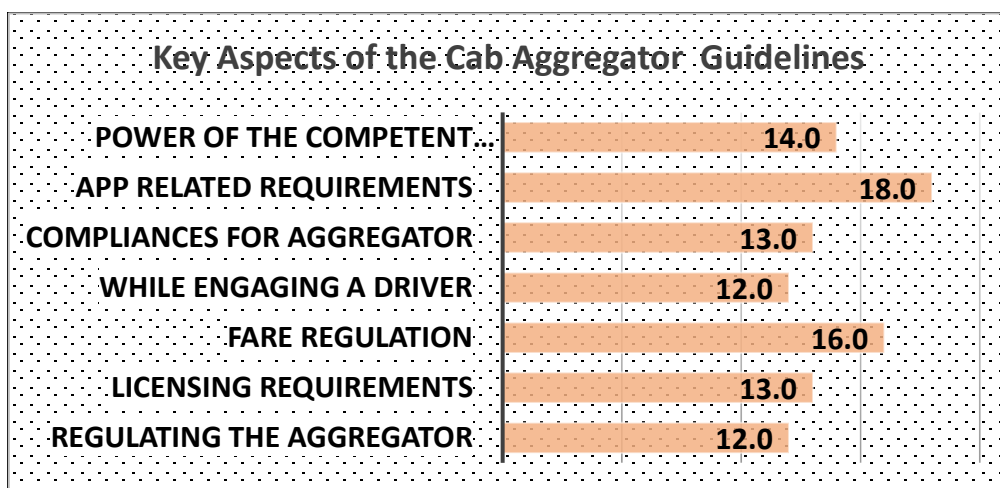


Table: 2

Importance		Frequency	Valid Percent
Valid	Creating Employment Opportunities:	42	16.8
	Local Resources	50	20.0
	Business diversification and decentralization	30	12.0
	Technological advancement	38	15.2
	Capital formation	34	13.6
	Promotion of entrepreneurial activities	56	22.4
	Total	250	100.0

Source: Primary information

According to the study, the majority of technopreneurs 22% of them were promoting entrepreneurial endeavors in the integration of taxis.

Chart-2

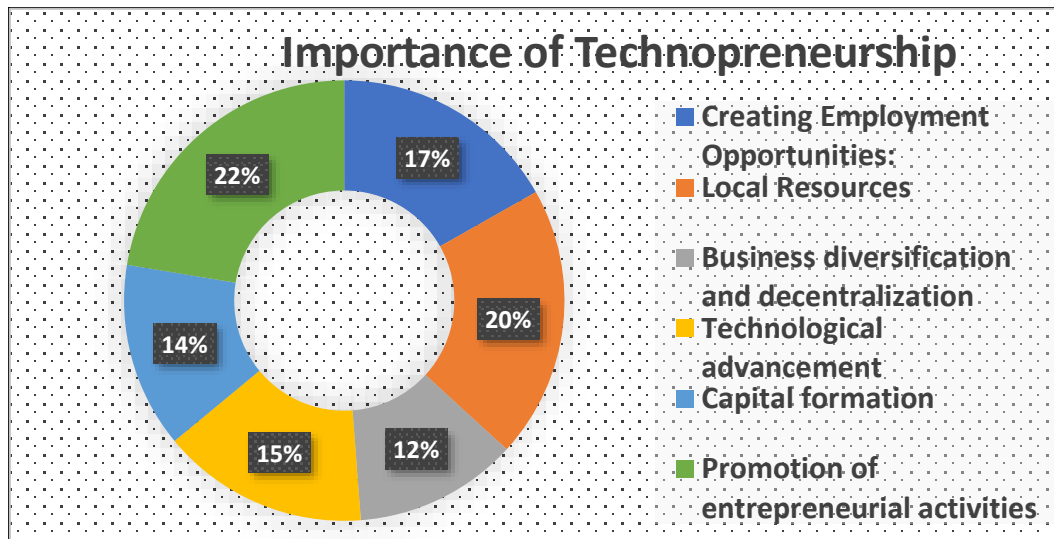


Table: 3

Technological Integration		Frequency	Valid Percent
Valid	Computers	29	11.6
	Digital cameras and watches	43	17.2
	Social media platforms and networks	64	25.6
	Software applications	45	18.0
	Mobile devices such as smartphones and tablets	37	14.8
	The internet	32	12.8
Total		250	100.0

Source: Primary information

It was determined that the majority of taxi aggregators 25 percent preferred technological integration through social media platforms and networks.

Chart-3

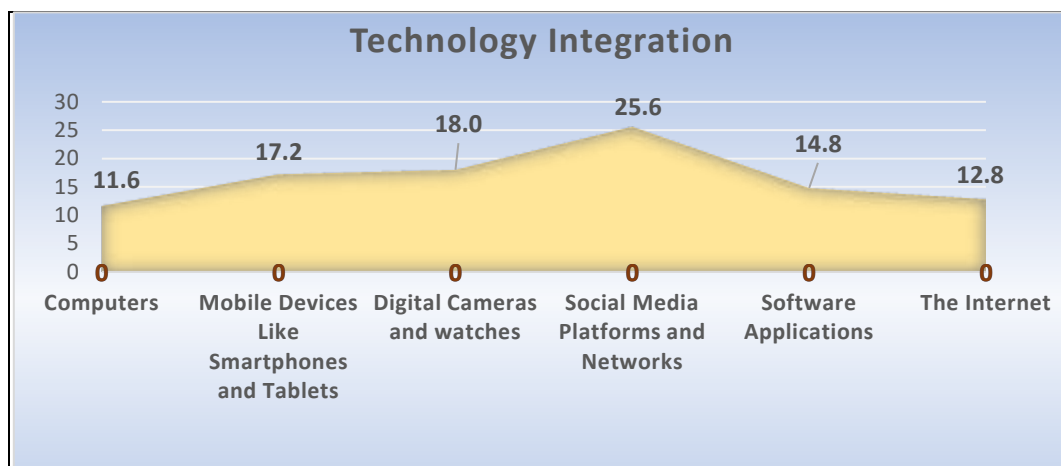


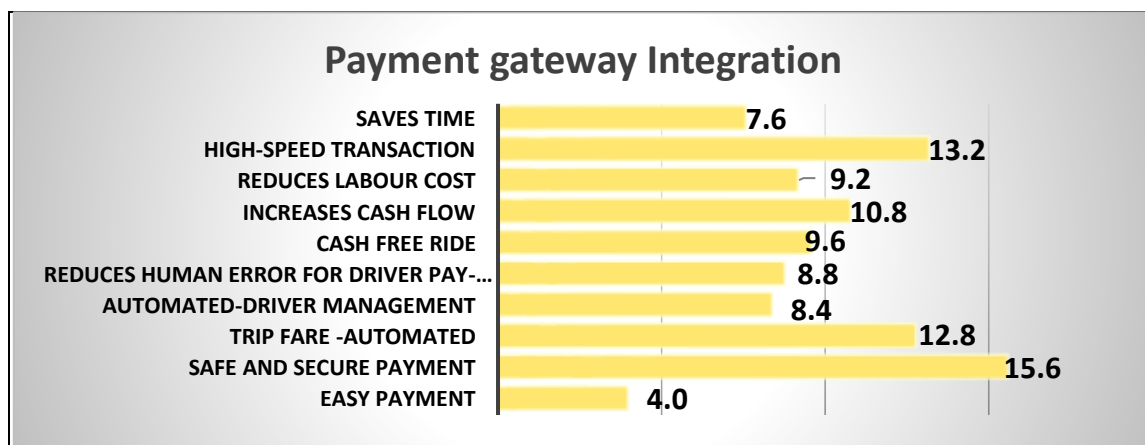
Table: 4

Payment gateway		Frequency	Valid Percent
Valid	Easy Payment	10	4.0
	Safe and Secure Payment	39	15.6
	Trip Fare -Automated	32	12.8
	Automated-Driver Management	21	8.4
	Reduces human error for driver pay-out	22	8.8
	Cash free Ride	24	9.6
	Increases cash flow	27	10.8
	Reduces Labour cost	23	9.2
	High-speed transaction	33	13.2
	Saves time	19	7.6
	Total	250	100.0

Source: Primary information

From the table 15% of cab aggregators were found to prefer safe and secure payment methods based on technological innovation.

Chart-4



Chi-Square Analysis

Relationship between aspects of the cab aggregators guidelines with Integration

Table showing Chi-Square table showing aspects of the cab aggregators guidelines with cab integration

Pearson chi-square value	Df	Table value	H0	Level	Contingency Coefficient	S/NS
18.943 ^a	30	43.773	Rejected	5%	0.265	S

Source: Primary information

Pearson chi-square value of the above table is 18.943^a and table value is 43.773 at 5% level of significant. Hence null hypothesis is rejected and alternative hypothesis is accepted. It is concluded that there is a significant relationship between aspects of the cab aggregators guidelines with Integration.

Relationship between Importance of technopreneurship with cab integration.

Table showing Chi-Square table showing between Importance of technopreneurship with Cab Integration

Pearson chi-square value	Df	Table value	H0	Level	Contingency Coefficient	S/NS
27.909 ^a	25	35.652	Accepted	5%	0.371	NS

Source: Primary information

Pearson chi-square value of the above table is 27.909^a and table value is 35.652 at 5% level of significant. Hence null hypothesis is accepted and alternative hypothesis is rejected. It is concluded that there is not a significant relationship between importance of technopreneurship with cab integration

FINDINGS

- The majority of cab aggregators (18%) were found to be well-versed in app-related requirements for cab technological innovation.
- According to the study, the majority of technopreneurs 22% of them were promoting entrepreneurial endeavors in the integration of taxis.
- It was determined that the majority of taxi aggregators 25 percent preferred technological integration through social media platforms and networks.
- From the table 15% of cab aggregators were found to prefer safe and secure payment methods based on technological innovation.

- Pearson chi-square value of the above table is 18.943^a and table value is 43.773 at 5% level of significant. Hence null hypothesis is rejected and alternative hypothesis is accepted. It is concluded that there is a significant relationship between aspects of the cab aggregators guidelines with Integration.
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A Few Key Areas of Attention to Achieve Success

The following lists the primary areas of success.

- Download a mobile app. For taxi aggregators, it is essential.
- Seek out competent and experienced drivers. Aggregators' reputations can be damaged by a single bad driver.
- To meet demand, build an aggregator taxi base prior to entering the market.
- Assure client reach: aggregator taxi services ought to be accessible in as many locations as possible throughout the city.
- Minimal waiting time: Customers are happier and more satisfied when there is less waiting time.
- Multiple Payment Methods: If aggregators desire, users should be able to pay with cash in addition to their online wallet.
- Online documentation creation services can be a useful supplement, but they require a thorough understanding of each target market.

CONCLUSION

In this paper, it is identified that licensing any taxi aggregator may refer to the Guidelines. Technology integration is the use of technology resources such as computers, mobile devices such as smart-phones and tablets, digital cameras and watches, social media platforms and networks, and software applications. The study also suggested a needed area for solving the technology integrations of cab aggregators. The paper indicates that the Payment gateway will help to business transactions effectively with high speed and security by saving your precious time in your taxi business. To learn how Payment integration works in a taxi booking app, try a free taxi dispatch software demo. These days, a taxi booking app is an essential component of a taxi aggregator's operations. The online taxi aggregator app must be very user-friendly and have an eye-catching layout due to the technological integration. The mobile app's features should all be clearly defined, with an emphasis on immersive behaviour.

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