

## Researching the Impact of Entrepreneurship on Economic Growth: Making Traditional Products Suitable for Our Age with E-Commerce

**Authors :** GüLcan Keskin

**Abstract :** In a globalizing world, it is more difficult for developing countries to gain a competitive advantage compared to developed countries. Entrepreneurship is an important factor for economic growth in developing countries. Entrepreneurship is not only in the success of an entrepreneur's own businesses, but also plays an important role in regional and national development. Entrepreneurship is the factor that triggers change for the country to accelerate the creation, dissemination, and implementation of new thoughts, leading to the emergence of industries that supports economic growth and development as it increases productivity by creating a competitive advantage. Therefore, it is an important factor for countries to develop economically and socially in a global world. As the know-how of the local products belongs to the region, it is a value that should not be lost. Having know-how provides a competitive advantage to the region. On the other hand, traditional products can be tailored to today's trade understanding to appeal to more audiences. The primary aim of the study is to examine the interaction mechanism between traditional products and innovation in the context of related literature. The second aim of the study is to show the effect the traditional products to competitive advantage.

**Keywords :** e-commerce, economic growth, entrepreneurship, traditional products

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