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# **A Detail Study on Entrepreneurial Leadership in AI Innovation in Reference to Technological Changes in Modern Era**

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**ABSTRACT:** Entrepreneurial leadership is a process of merging entrepreneurship with effective leadership skills and on the other hand Entrepreneurial leadership in AI innovation plays a vital role in the process of designing , future of technology and also it helps in developing society and business aspects . There are different styles in leading a perfect businesses , but this Entrepreneurial leadership style blends visionary thinking (thinking big for better future ), risk-taking (initiating and stepping a head to face risk problems ), and adaptability ( moulding according to new situations or problems) with a strong focus on leveraging AI to create disruptive solutions. In today’s modern world Entrepreneurial leaders in AI encourage creativity, encourage experimentation as per new technology or changes in the technical HUBS , and mobilize resources to translate novel ideas into impactful applications. Entrepreneurial leaders in relation to AI , navigate the uncertainties of rapidly evolving AI ecosystems by aligning technological possibilities with market demands , market forecasts and ethical considerations. However, such Entrepreneurial leaders emphasize collaboration across different disciplines , promoting new thinking that is not only commercially viable but also socially responsible. By driving the integration of AI into diverse industries, entrepreneurial leadership accelerates digital transformation, enhances competitiveness, and contributes to sustainable growth in the global economy.

**KEYWORDS:** Entrepreneurship, Entrepreneurial Leadership AI, Innovation etc.

## **I. INTRODUCTION**

Firstly coming to evolution of Entrepreneurship with AI has begun from academic curiosity into a global driver of innovation and business transformation. In early 1950s-1970s , academic era has begun with commercial activity , next in 1980s expert systems boomed and companies developed programs for decision making with automation and in 1990s-2000s entrepreneurs focused on start ups with the help of leveraging AI for nich applications (speech recognition , face recognition and fraud detection etc) .Presently in 2020s AI focused on specialized application for different sectors and companies are using generative AI start ups like Chat GPT, Mid Journey Anthropic. Apart from the above the future of AI is moving faster and different AI tools like AI Robotics , Generative AI , Ethical AI support are been implemented

Entrepreneurial leadership in AI is a fast moving , technological driven aspect in today’s world . As compare to traditional Entrepreneurial leadership , the AI has made more easy to modern Entrepreneurs to convergence of innovation , vision and technological transformation . In today’s world AI has replaced all traditional methods for Entrepreneurs and rapidly reshaping Societies and Industries. Entrepreneurial leaders play a major role in driving breakthrough solutions, creating innovative business models and addressing complex global challenges. If we compare traditional leadership , Entrepreneurial leadership in AI demands a proactive mindset . It fosters creativity, risk taking and also helps to build websites , generates branding ,automatic customer support and test new ideas quickly. In today’s modern world AI is moving very faster and every entrepreneur, in the age of AI should know few things .

### **Firstly**

An Entrepreneur in today’s world should look around him and observe the things which are time consuming and painful . It is the time to leaders , to think of AI tool which can reduce time and energy apart Entrepreneurs should adopt it. On the other hand it is an opportunity for the Entrepreneur to build the tool and what are the best ideas come from personal and business and also customer needs which aren’t filled.

**International Journal of Innovative Research in Science, Engineering and Technology****Two Day National Level Conference on “Entrepreneurial Leadership: Guiding Teams Towards Visionary Goals”****26<sup>th</sup> & 27<sup>th</sup> September 2025****Department of Management Studies, Potti Sriramulu Chalavadi Mallikarjuna Rao College of Technology (Autonomous), Vijayawada, India****[Volume 14, Special Issue 6, December 2025]****Secondly**

An Entrepreneur should have an imagination , which means Entrepreneur should have a look towards future and predict, find out new ways by using AI , for successful problem solving at business level .But practically speaking many Entrepreneurs from small business to large business are at the bottom line in the process of implementing AI.

**Finally**

An Entrepreneur should have a look, regarding what kind of a proprietary data he has and how to use the data in AI implementation , which can help Entrepreneurs, for taking a perfect decision at different business levels .Now a days many Entrepreneurs are implementing different software's and AI into their business, to fulfill the market gap and also to compete with their competitors as the world is moving faster in terms of Technology.

The main purpose of this paper is to show how Entrepreneurs should access the AI technology in reference to modern era , which in turn can save the time money , and accelerate the works quickly

**II. REVIEW OF LITERATURE**

A review of literature on Entrepreneurial leadership in AI was carried out to identify the how traditional entrepreneurship has changed to Modern Entrepreneurship with the help of using AI tools , and relevant articles were searched with the help of electronic means and databases and different , few articles were selected based on the words Entrepreneur and AI .

**III. RESEARCH METHODOLOGY**

In this study, a mixed research methodology approach is followed where researching , analyzing , evaluating , summarizing different literature matter and secondary data is gathered from published sources .

**IV. FINDINGS**

- a)According to this article AI is used in analyzing data to make a correct decision and which can help in significant contribution by increasing the efficiency of output and which in turn can saving time , cost and energy .
- b) AI can provide suggestions to entrepreneurs for effective and accurate output in reference to business in modern era.
- c) On the other hand AI driven support systems have emerged as a essential tool for Entrepreneurs .
- d) AI driven technologies are helping entrepreneurs' to craft strategies and helping to implement globally
- e) From the introduction of AI into businesses , it made easy for entrepreneurs' for taking quick decisions within not time.
- f) Main topical helps to find out AI-enabled opportunities , for business-model and product innovation, human–AI collaboration in ventures, AI capability as a source of competitive advantage.

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