

Table 2: Role of Disruptive Technologies in Decision-making process

Sr. No.	Survey Statement	Mean Value	T-Value	Significance
1.	Disruptive technologies play essential role in removing the entry barriers in the industry	4.33	17.698	0.000
2.	Evolving disruptive technologies give assistance in business model innovations and development	4.19	15.935	0.000
3.	The profitability rates are higher of Companies who have already adopted innovative and disruptive technologies	4.11	15.101	0.000
4.	The ability of decision-maker to assess the situation for taking correct decision have improved	3.19	2.533	0.006
5.	Disruptive technologies have the ability to change the choices of decision-makers as per the flexibility, reliability, and requirement	4.07	14.497	0.000
6.	Majority of Emerging disruptive technologies have the capability to re-shape international politics	3.23	3.064	0.001
7.	Disruptive technology helps in increasing the efficacy of offensive and defensive decisions of cyber operations of businesses	4.29	17.346	0.000
8.	It has improved the capabilities of decision-makers to understand external environment	4.19	16.072	0.000
9.	Disruptive technologies provides decision-makers deep and accurate understanding of the situation	3.27	3.603	0.000
10.	It also support decision-makers by generating alternative course of actions	4.03	13.984	0.000

Table 2 shows mean values of the "Role of Disruptive Technologies in Decision-making process" the first statements of T-test is "Disruptive technologies plays an essential role in removing the entry barriers in the industry" it has scored the mean value of 4.33, statement says that disruptive technologies helps in business model innovations "Evolving disruptive technologies give assistance in business model innovations and development" has the mean value of 4.19. Third statement is "The profitability rates are higher of Companies who have already adopted innovative and disruptive technologies" the mean value is 4.11, next statement "The ability of decision-maker to assess the situation for taking correct decision have improved" with the mean score of 3.19, fifth statement is "Disruptive technologies have the ability to change the choices of decision-makers as per the flexibility, reliability, and requirement" the mean value is 4.07.

Statement "Majority of Emerging disruptive technologies have the capability to re-shape international politics" the man score is 3.23, seventh statement "Disruptive technology helps in increasing the efficacy of offensive and defensive decisions of cyber operations of businesses" has scored the mean value of 4.29, statement "It has improved the capabilities of decision-makers to understand external environment" has the mean value of 4.19. The last two statements, "Disruptive technologies provides decision-makers deep and accurate understanding of the situation" and "It also support decision-makers by generating alternative course of actions" has scored the mean value of 3.27 and 4.03 (Dorothy et al., 2020). T-value of each statement of the survey in the context of Role of Disruptive Technologies in Decision-making process are significant because t-value of all statements are positive as significance value is found to be less than 0.05.

CONCLUSION

The goal of every entrepreneur is to excel with advantages socially and financially in their businesses, and due to the rapidly changing environment, such entrepreneurs are finding for the means to take a lead in the market. Disruptive innovation is the application of new ways and technology in the present market. It is acknowledged that the influence on the business environment, not of technology itself, which is disruptive. The influence of disruptive technology can make damages to the existing company who are not following the new trend of the market as the current market is possibly adopting new technology as it is leading and expanding the features of other technologies in the market. Entrepreneurs must come up with new products and services that are attractive, have good value, and disruptive for customers as well as market during the time of introduction and not during normal trend of past disruptive innovation. Business should also target low end customers along with the customers who comes under average and above level.

REFERENCES

Anchal, A., Kataswamy, P., Tiwari, T., and Sahay, K., 2022. Role of Disruptive Technology in Managerial Decision Making: A

Quantitative Investigation. *Journal of Positive School Psychology*, 6 (4), Pp. 10881-10889.

Brennan, N.M., Subramaniam, N., and Van Staden, C.J., 2019. Corporate Governance Implications of Disruptive Technology: An Overview. *The British Accounting Review*, 51 (6), Pp. 100860.

Chapman, G.A., 2021. Anticipating the Impact of Disruptive Technologies on SMEs in Kwazulu-Natal: A Case Study, *Expert Journal of Business and Management*, 9 (1), Pp. 42-54.

Dorothy, O.I., Ekene, C.O., Alma, O., Adekunle, S., Olaleke, O., Rowland, W., Mercy, O., and Stephen, U., 2020. Disruptive Innovation: A Driver to Entrepreneurial Success. *Academy of Entrepreneurship Journal*, 26 (4), Pp. 1-12.

Nadkarni, S., and Prugl, R., 2020. Digital transformation: a review, synthesis and opportunities for future research, *Management Review Quarterly*, <https://doi.org/10.1007/s11301-020-00185-7>.

Omenugha, N.O., 2019. Contextualizing Disruptive Technologies in Media Practice and Management, *Global Journal of Archaeology & Anthropology*, 8 (4), Pp. 73-79.

Petetin, F., Bertoluci, G., and Bocquet, J.C., 2011. Decision-Making in Disruptive Innovation Projects: A Value Approach, *International Conference on Engineering Design*, Iced11, Pp. 15 - 18 August 2011, Technical University of Denmark.

Roblek, V., Mesko, M., Pusavec, F., and Likar, V., 2021. The Role and Meaning of the Digital Transformation as a Disruptive Innovation on Small and Medium Manufacturing Enterprises, *Frontiers in Psychology*, 12, Pp. 1-18.

Sadiq, F., Hussain, T., and Naseem, A., 2020. Managers' disruptive innovation activities: the construct, measurement and validity, *Management Decision*, DOI 10.1108/MD-08-2019-1047.

Sousa, M.J., and Rocha, A., 2018. Skills for disruptive digital business, *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2017.12.051>

Wasono, L.W., and Furinto, A., 2018. The effect of digital leadership and innovation management for incumbent telecommunication company in the digital disruptive era. *International Journal of Engineering & Technology*, 7 (2.29), Pp. 125-130.

Zubizarreta, M., Ganzarain, J., Cuadrado, J., and Lizarralde, R., 2020. Evaluating Disruptive Innovation Project Management Capabilities, *Sustainability*, 13, Pp. 122.