

# **Online Micro-Entrepreneurship Management: The Case Study of Running Stores on Instagram**

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## **ABSTRACT**

In recent years, smartphone and internet becomes must-have mobile equipment for almost everyone. With such trend, social network develops in a really quick situation around the world. It is for sure that internet social platforms can make friends, connect with friends and share life with others. Nevertheless, some social media can also be a platform for buying and selling products. There are several social famous marketing platforms, like Snapchat, Instagram, and Facebook, and etc. Instagram is one of the most popular platform that young users grow very fast because Instagram has many interesting functions. Besides, users can sell and promote their products on the Instagram platform. Users could also start-up and run their stores on Instagram. With this understanding this research aimed to find out the reason why youth started their stores with online micro-entrepreneurship on Instagram and the story of managing a store. Applying the qualitative method of in-depth interview, via telephone and face-to-face interview, the author collected first-hand information from seven owners of dessert shops. Taking use of collected information, the research compared the sellers of the dessert industry and found some similarities and difference among those interviewees and their stories, as well as business management.

Key words: Social media platform, Instagram, Online micro-entrepreneurship, dessert shop, business management