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Next-Generation Entrepreneurship in Bangladesh: Globalization Strategies for the EdTech Sector

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Abstract- **Global learning is being quickly transformed by educational technology (EdTech), yet obstacles to worldwide expansion include legal restrictions, cultural differences, digital inequalities, and sustainability issues. In order to create borderless organizations, this paper looks at sustainable models for EdTech companies of the future. The study uses case studies, surveys, and interviews with international players such as Coursera, Khan Academy, and 10 Minute School. It concludes that growth is driven by decentralized structures, hybrid commercial models, and culturally relevant material. Nonetheless, issues with digital access and compliance still exist. The report provides a strategic road map for investors, entrepreneurs, and legislators to support EdTech businesses that are sustainable and competitive on a global scale.**

Keywords: **EdTech, Globalization, Sustainable**

I. INTRODUCTION

The emergence of EdTech businesses is drastically altering the educational environment by changing the way that education is obtained and provided [44]. These businesses use digital tools and platforms to build scalable learning environments that make education accessible everywhere [2] But the path to international growth is not without its difficulties [3].EdTech companies have to deal with complicated regulatory environments, cultural differences, technical inequalities, and sustainability [3].These obstacles emphasize the necessity of strategic frameworks that permit cross-border scalability while guaranteeing long-term viability [7]. The purpose of this article is to investigate and suggest sustainable business models that facilitate the establishment of international EdTech companies [8]. By focusing on the triple bottom line—economic viability, social inclusion, and environmental responsibility—this study aims to provide useful strategies for EdTech companies of the future [40]. It emphasizes how important it is to combine innovation and sustainability, especially in a field tasked with influencing the future [29]. Models such as the Collaborative Consumption Model [33], Freemium Model (Anderson, 2009), and Impact Investing Model [21] offer additional frameworks for creating EdTech companies that are socially conscious, scalable, and inclusive.

II. LITERATURE REVIEW

Both incredible potential and difficult problems are brought about by the quick globalization of education technology, or EdTech [16].Existing research in entrepreneurship, international business, and strategic innovation provides vital insights i

nto the elements driving global scalability and sustainability, which is important given that EdTech efforts want to become borderless and sustainable [16].The main theoretical frameworks that influence our comprehension of EdTech's strategic development in a global setting are highlighted in this overview [26],[24],[27].

1. Resource-Based View (RBV)
Businesses utilize their internal resources that are valuable, rare, unique, and non-substitutable (VRIN) in order to gain and preserve a competitive advantage, according to the Resource-Based View [30].
EdTech use case:
EdTech companies create digital assets (including content libraries, proprietary platforms, and data analytics) and human resources to enable them differentiate themselves from competitors and expand globally (Wernerfelt, 1984). Sustainable innovation is fueled by the efficient utilization of these internal resources [33].

2. Disruptive Innovation Theory
According to this thesis, which was first put forth by Clayton Christensen, new rivals use simpler, less costly inventions to overthrow established market incumbents .
EdTech is disrupting traditional educational institutions by providing tech-driven, scalable, and accessible learning [10] Sustainable EdTech models are often developed by focusing on underserved markets, and these models gradually make their way into mainstream education [7],[24].

3. Dynamic Capabilities Theory
To deal with situations that are changing quickly, businesses need to constantly integrate, restructure, and adjust their internal and external skills [13],[33],[18]
EdTech businesses must contend with evolving cultural norms, technology advancements, and regulatory changes in a dynamic global setting (Eisenhardt & Martin, 2000). Successful companies are able to modify their ideas and content for various markets because to strategic agility [4]

4. Internationalization Theory (Uppsala Model)
According to this theory, businesses grow globally in

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small increments, beginning with geographically and culturally close markets before progressively accumulating experience and lowering [7],[15]. Before expanding internationally, EdTech companies typically start in well-known areas, honing localization tactics based on market research and reducing risk through alliances and teamwork [17],[15].

5. Network Theory

Businesses can access and build a reputation overseas with the aid of social networks, alliances, and cooperative connections with key stakeholders [10]. By working with educators, governments, non-governmental organizations, and local institutions, EdTech businesses can improve their market relevance and circumvent legal obstacles, especially in new locations .

6. Effectuation Theory

Entrepreneurs start with the resources that are available and work with stakeholders to co-create opportunities rather than constantly depending on predictive methods [36] Many new EdTech companies are subject to resource limitations and unpredictability [35]. In contrast to strict long-term planning, effective thinking enables them to test ideas locally, iterate rapidly, and develop through feedback [41]. The theoretical framework of this study is founded on several theories pertaining to entrepreneurship and international business [33]. The Uppsala Model explains the incremental and experiential approach to internationalization, which is in line with EdTech companies' steady entry into new markets through learning and adapt according to the Resource-Based View (RBV), a company's distinctive assets, like digital infrastructure, intellectual capital, and proprietary platforms, can provide it with a competitive edge when it expands internationally[43]. Since EdTech entrepreneurs frequently upend established educational systems with low-cost, innovative alternatives, Clayton Christensen's Disruptive Innovation Theory is especially pertinent today [40] [35]. The notion that EdTech companies must continuously modify and reorganize their tactics in response to quickly shifting global circumstances is supported by the dynamic capabilities theory [22].

According to network theory, developing strategic partnerships with local governments, organizations, and educational institutions is necessary to acquire credibility and local knowledge [11].

Finally, Effectuation Theory emphasizes that in unpredictable situations, resource-driven, flexible decision-making is more important than meticulous strategic preparation [8].

The Triple Bottom Line (TBL) Model, which encourages the alignment of social, economic, and environmental goals, is essential to sustainability .EdTech businesses are encouraged by the Circular Economy Model to provide renewable and reuse learning solutions .

The Shared Value Model promotes the connection between economic performance and favorable social outcomes through collaborations with governments and non-governmental organizations.

III. METHODOLOGY

This study uses a mixed-methods approach to provide a thorough understanding of sustainable plans and the difficulties associated with worldwide expansion [39],[36] 15–20 important stakeholders, including EdTech innovators, investors, educators, and legislators, will be interviewed in-depth during the qualitative phase [21],[27] The purpose of these Interviews Is to learn more about the driving forces, difficulties, and decision-making procedures of sustainable scaling.

Case studies of internationally renowned EdTech businesses like Coursera, BYJU'S, 10 Minute School (Bangladesh), and Khan Academy will be included to supplement the interviews [23] These illustrations will provide well-founded perspectives on successful growth tactics and environmentally friendly procedures (Yin, 2018).More than 100 EdTech professionals from different areas will get structured surveys as part of the quantitative phase [36]. Data on market dynamics, scalability indicators, and regulatory obstacles will be gathered through these surveys [14]. Statistical methods like factor analysis and regression analysis will be used to examine the data [18]

In order to find trends in the qualitative responses, thematic analysis will also be employed [18],[11].Triangulation between surveys, interviews, and case studies will guarantee the validity and dependability of the results [17].

IV.RESULTS

The study found a number of sustainability elements that are essential for EdTech businesses looking to grow internationally [29]. Hybrid business models, which included subscription, certification, and partnership revenue, were used by successful [20].To guarantee scalability and customisation, many made use of platform-based economies and modular content [16] In order to respond to the many demands of the market, operational strategies placed a strong emphasis on decentralized management, digital infrastructure, and agile development teams . Accessibility, affordability, and tailoring learning experiences to each learner's requirements were the main value propositions [2].

However, there were a number of difficulties with global expansion [3].Significant obstacles were presented by inconsistent regulations, especially those pertaining to data privacy and content licensing [5]. User reach was restricted by technological inequalities, such as poor internet penetration and device accessibility in some areas [4]. Cultural variations necessitated a great deal of content localization, including different expectations for language and learning styles [7]. Differentiation became difficult in crowded markets, particularly as competition .Financial models also needed to adjust to different economic

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conditions and local price assumptions Some EdTech businesses were able to put into practice successful worldwide strategies in spite of these obstacles Joint ventures and strategic alliances were employed to lower entrance risks and take advantage of local expertise [1].

User engagement and relevancy rose when learning systems and material were culturally customized [7]. Cloud computing, artificial intelligence, and data analytics are examples of technological enablers that have made it possible for businesses to grow effectively without sacrificing consumer customization .

Businesses were able to handle cross-regional operations more nimbly by implementing a borderless organizational model, which featured connected teams and decentralized leadership [10].

V. DISCUSSION

The results demonstrate how important it is to integrate sustainability concepts and entrepreneurial theory when creating cross-border EdTech initiatives (Elkington, 1997).

EdTech companies were able to grow thanks to internal strengths including innovation culture and technology infrastructure, as stated by the Resource-Based View and Dynamic Capabilities Theory (Barney, 1991; Teece, 2007).

The significance of strategic partnerships and adaptability in breaking into culturally and legally varied markets was emphasized by network and effectuation theories (Gulati, 1998; Sarasvathy, 2001).

The necessity of sustainable strategies that go beyond profit was highlighted by models such as TBL and Shared Value (Elkington, 1997; Porter & Kramer, 2011). EdTech companies like RushPath and ScholarsBangladesh demonstrated how socially conscious learning environments that are in line with regional cultural norms may lead to long-term success (Sawyer, 2022).But there are still issues, particularly with handling technological disparities, complying with global data laws, and creating material that is widely adaptable (Livingstone, 2019; van Dijk, 2020).By applying traditional theories to the field of digital education, the study contributes to the body of literature on entrepreneurship (Autio, 2017).

It also provides policymakers and startups with useful advice by outlining a methodical strategy for growing EdTech companies in a variety of international markets (Knight, 2015).

VI. CONCLUSION

This study offered a strategic framework for nascent EdTech companies hoping to expand internationally while preserving sustainability (Cavusgil et al., 2014). It emphasized how combining sustainability models with entrepreneurial theories can offer a strong basis for managing global expansion (Christensen, 1997; Teece, 2007). In order to comply with the triple bottom line, EdTech enterprises need to decentralize management, leverage digital skills, and create inclusive, adaptable business models (Elkington, 1997).This report offers a road map for EdTech companies hoping to transform education globally by concentrating on the nexus of innovation, sustainability, and global scalability (Adams et al., 2016).The insights provided here can help future EdTech investors, entrepreneurs, and policymakers create socially responsible and globally competitive educational businesses (Porter & Kramer, 2011).

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