

Opportunity Seizure in the Disruptive Era: Case Study of an Ethnic Minority Entrepreneur in Thailand

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Abstract

The case study was conducted to gain understanding regarding an ethnic minority entrepreneur and how he seized the opportunity during the disruptive era to start his own business as well as how his ethnic minority status played a role in this situation. This study applies qualitative research method. The informant is an ethnic minority who became a successful online entrepreneur during the disruptive era. Data was collected by face-to-face semi-structure interviews as well as reviewing the informant's online marketing social media. To analyze and present the result, the researcher applied content analysis method that are presented in a narrative pattern. The research results include an illustrated summary of the background of the informant, how he seized the opportunity in the disruptive era, how his ethnic minority status effected his business performances, and his plans for the future. This research is beneficial to people who are interested in becoming an entrepreneur as it gives lessons on important aspects of entrepreneurship.

Keywords—*technology disruption, minority, entrepreneur, Thailand*