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Models for Successfully Applying Space Technology Beyond Its Original Intent (2)

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THE CASE FOR ENTREPRENEURSHIP AS THE BUSINESS MODEL IN THE OUTER SPACE
SETTLEMENTS OF THE FUTURE WHILE MOTIVATING CORPORATE RESPONSIBILITY ON
EARTH

Abstract

More than ever before, space activity and space technology are influencing multiple areas of Earth's society including the business sector. Due to the advancements in space technology and new research, the idea of living and working in outer space is closer to becoming a reality than previously thought. There are two main goals to this paper, first, to prepare us for this transition by exploring human and social factors equally as important as the technology that will allow humans to migrate into space. Second, is to advance the understanding of emerging developments in business model designs inspired by space science and aspects within the field of entrepreneurship and how this could benefit the space and global community.

Although entrepreneurs are still the minority in business, these few characters are transforming the way we perform space exploration, advertise our organizations, connect to the public and so on, molding the "destiny" of space and other industries. This paper brings studies indicating the unique qualities found in the field of entrepreneurship such as risk-taking, creative utilization of the resources available, exploring the unknown and going where no other conventional business models dares to go, thus creating a puzzling combination of a scientist, inventor, and visionary with highly developed business skills. Therefore, we aim to develop a comprehensive business model based on entrepreneurial elements as we motivate corporate responsibility, impact new products and services for space and non-space applications. We will explore solutions for a growing concern in the business sector about Artificial Intelligence, where in the near future more jobs could be performed by computers, and humans can be "superseded" by technology. Our integrative, cognitive business approach offers a unique lens for cutting edge strategies, leadership philosophy, and tools which, when applied, could change the game in the workplace environment model, enhancing synergy, creativity, customer development, management style and marketing. We postulate that entrepreneurial qualities will be a requirement in the space colonies' workplace if the human race wishes to continue having an amicable relationship with machines.

Looking into the near future, this ongoing research wishes to implement this model into the corporate world and our smart cities, as we continue data-mapping the elements and strategies. Furthermore, the lessons learned from that testing period will help us better prepare for life in outer space as we close the gap between Outer Space Development concepts and people of all academic disciplines, backgrounds and ages.