

## **Digital Entrepreneurship Urgency in The Digital Economic Era: Why Entrepreneurs Should Adapt to Ever-Changing Technologies?**

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### **ABSTRACT**

Technological changes have become rapid and have brought many business changes and advantages to business sectors. However, with these rapid changes, businesses must adapt to the ever-changing technologies to maintain competitive value in the local, national, and international markets. This research aims to analyze the urgency of digital entrepreneurship and why entrepreneurs must adapt to ever-changing technologies regarding the upside-down business sectors that may have been observed. This research is qualitative research using a literature study approach; data used in this research is obtained through a database search on research and review articles from various sources of scientific journals such as Google Scholar, ScienceDirect, Emerald, JsTor, and Semantic Scholar. To analyze data, deductive reasoning was used to draw relevant information for further interpretation, recommendation, and implication. This research indicates that digital entrepreneurship might be the solution to accommodate traditional and modern business nowadays, providing both forms of business with the same competitiveness value. The need for adaptation in terms of entrepreneurship is necessary to compete with more modern businesses; however, to maximize, there are many forms of training, education, and workshops that academia and practitioners provide through community service programs. Therefore, the need for adaptation, especially in the digital era, is fundamental for sustainable and resilient businesses.

**Keyword:** Business, Competitiveness, Digital Economy, Entrepreneurship, Technology

### **INTRODUCTION**

Technology integration into modern economics has transformed how businesses operate, innovate, and compete. Over the last two decades, rapid advancements in information technology have enabled a shift from traditional business models to digitally driven ones. This transition has created new avenues for economic growth, allowing businesses to enhance their productivity and reach a global audience. For instance, the emergence of e-commerce platforms like Amazon and Alibaba has revolutionized retail, creating vast marketplaces where consumers can access products and services from around the world with just a few clicks (Berawi et.al, 2020). Moreover, the digital economy is estimated to contribute over 15% of global GDP, underscoring the critical role of technology in economic development (Oloyede et.al, 2023). However, this integration has its challenges. The digital divide marked by disparities in access to technology continues to hinder many regions from fully benefiting from the digital economy. Countries with advanced technological infrastructures, such as South Korea and Singapore, have seen substantial economic growth, while those lagging in digital adoption face economic stagnation. This disparity highlights the necessity for targeted policies and investments to bridge the technological gap, enabling equitable access to digital tools that can spur economic development (Zhang et.al, 2022).

Today's fast-paced business environment, technology is a crucial driver of entrepreneurship, influencing how new ventures are established and managed. Digital tools facilitate access to information, streamline operations, and enhance communication, allowing entrepreneurs to innovate and respond quickly to market demands. For example, the rise of cloud computing and software as a service (SaaS) platform has made sophisticated business tools accessible to startups, enabling them to operate efficiently without significant upfront costs (Chalmers et.al, 2021). This democratization of technology empowers entrepreneurs to compete with larger enterprises and brings fresh ideas to the market. Additionally, technology plays a vital role in shaping consumer expectations and behaviors. The prevalence of smartphones and social media has transformed how consumers interact with brands, necessitating entrepreneurs to develop digital marketing strategies to engage their target audiences effectively (Fondevila-Gascon et.al, 2020). According to (Wan, 2023) businesses that leverage digital marketing are significantly more likely to increase customer engagement and retention rates. Therefore, adopting the latest technologies is not just an option but a requirement for entrepreneurs seeking to establish and grow their businesses in a competitive landscape.

Urgency of digital entrepreneurship has become increasingly apparent, particularly in light of recent global events that have accelerated digital transformation across various sectors. The COVID-19 pandemic exemplified this shift, compelling businesses to pivot towards digital solutions to survive. Companies that have already embraced digital tools are better positioned to adapt to the disruptions caused by the pandemic, as seen in the case of restaurants that quickly transitioned to online ordering and delivery services (Amankwah-Amoah, 2021). This rapid adaptation ensured their survival and allowed them to tap into new revenue streams, highlighting the necessity for entrepreneurs to embrace digital entrepreneurship to remain competitive. Moreover, the demand for digital solutions will grow as consumer behaviors evolve. According to (Gupta & Mukherjee, 2022) 62% of consumers intend to maintain their increased use of digital services post-pandemic, signaling a lasting shift in market dynamics. As such, entrepreneurs must prioritize digital innovation to capitalize on these changes and meet evolving customer needs. The urgency for digital entrepreneurship is apparent: businesses that fail to adapt to risk obsolescence in an increasingly digital marketplace.

Despite the clear benefits of adapting to ever-changing technologies, entrepreneurs need help in this process. One of the primary obstacles is the high cost associated with adopting new technologies. Many startups and small businesses operate with limited financial resources, making investing in the latest digital tools difficult (Rajiani et.al, 2023). This financial strain can hinder their ability to compete effectively with larger organizations that can more easily absorb these costs. Furthermore, the rapid pace of technological change poses a challenge regarding skills development. Entrepreneurs and their teams must continually update their skills to leverage new technologies effectively. According to (Treviño-Elizondo & García-Reyes, 2023). Nearly 70% of executives believe their employees lack the necessary skills to adopt advanced technologies, underscoring the need for targeted training and development initiatives. This skills gap can impede entrepreneurs' ability to innovate and adapt, ultimately impacting their competitiveness in the digital economy.

Future of digital entrepreneurship is poised for significant evolution, driven by technological advancements and changing consumer preferences. As artificial intelligence,

machine learning, and blockchain technology mature, they will unlock new opportunities for entrepreneurs to innovate and create value. For instance, AI-driven analytics can provide businesses with actionable insights into customer behavior, enabling them to tailor their offerings more precisely to market demands (Sedera et.al, 2022). This study explores the implications of these technological advancements for entrepreneurs, highlighting the necessity for continuous adaptation and innovation. By understanding the trends shaping the future of digital entrepreneurship, stakeholders can better prepare for the challenges and opportunities. The insights gleaned from this research will contribute to the existing body of knowledge and serve as a guide for entrepreneurs seeking to navigate the complexities of the digital economy.

## **LITERATURE REVIEW**

Digital entrepreneurship and digital economics are two strongly related subjects; digital entrepreneurship was able to exist due to ever-changing technology and production methods, let alone marketing and other financial activities. Digital economics promotes economic activities through online platforms, which are assumed to have increased chances of obtaining more profits. This research will explain the definitions of each critical point in a sub-section.

### **Entrepreneurship**

Entrepreneurship is a vital driver of economic growth, innovation, and job creation. Schumpeter was one of the earliest theorists to emphasize the role of entrepreneurs in introducing new products and processes, a concept known as "creative destruction." This transformative approach has been foundational in understanding how entrepreneurs stimulate economic activity by disrupting established markets and introducing novel solutions (Burton, 2017). In recent years, the focus has shifted to understanding the characteristics of successful entrepreneurs in dynamic environments. Traits such as risk-taking, resilience, and adaptability have been identified as essential for navigating the complexities of modern markets. Moreover, social entrepreneurship has gained traction, highlighting the importance of purpose-driven ventures that address social and environmental challenges while maintaining profitability (Srinivasan & Venkatraman, 2018). The emergence of technology-driven entrepreneurship, or "tech entrepreneurship," has also become prominent. This entrepreneurship leverages digital technologies to create scalable business models and disrupt traditional industries. According to a report by the Global Entrepreneurship Monitor, a significant percentage of entrepreneurs are now integrating technology into their business strategies, underscoring the necessity of adapting to technological advancements to remain competitive (Gavious & Milo, 2020).

### **Digital Economic**

Digital economy represents a paradigm shift in economic activities that integrates digital technologies into all business and daily life aspects. It encompasses various sectors, including e-commerce, digital finance, and online services, leading to unprecedented connectivity and efficiency. The digital economy has fundamentally altered traditional economic models, enabling businesses to access global markets and enhance operational efficiencies (Ungureanu, 2021). One of the defining features of the digital economy is the rise of data as a valuable asset. Businesses can collect, analyze, and leverage vast data to inform

decision-making, optimize processes, and personalize customer experiences. This data-driven approach has not only transformed marketing strategies but also enabled the emergence of new business models, such as platform-based businesses that connect buyers and sellers in innovative ways (Saura et.al, 2023). The COVID-19 pandemic has accelerated the digital economy's growth as businesses rapidly adopted digital tools to sustain operations amidst lockdowns and social distancing measures. E-commerce penetration has increased by several years in a matter of months, highlighting the urgent need for businesses to embrace digital transformation (Khumalo et.al, 2023). As the digital economy continues to evolve, it presents opportunities and challenges for entrepreneurs seeking to adapt and thrive in an increasingly competitive landscape.

### **Empirical Review**

Technological advancements in the digital era have significantly impacted entrepreneurship by creating market opportunities and influencing entrepreneurial intentions, particularly toward green entrepreneurship. Industries have incorporated technological innovations such as digitalization for waste management and the electrification of vehicles to address environmental concerns. These advancements not only counter ecological issues but also improve social conditions, encouraging entrepreneurs to consider green entrepreneurship a viable business model (Ye et.al, 2020). COVID-19 crisis, particularly the physical distancing measures, created new opportunities for entrepreneurship in the digital era. It identifies two types of digital social innovation that emerged: digital brokering and digitized services. These innovations were pursued through entrepreneurial modes such as improvised venturing, rapid pivoting, and pro-social product extension. While some digital social innovations are temporary, others may endure beyond the crisis. Entrepreneurs have become proactive agents in alleviating the negative consequences of crises by using digital technologies to create social value, thereby advancing social innovation. Additionally, the research found that 75 out of 95 cases pursued digital social innovations specific to physical distancing, while 20 cases pursued more general digital innovations that benefited indirectly from the increased awareness and adaptation of digital solutions (Scheidgen et.al, 2021).

Entrepreneurial skills are crucial for success in the current job market, especially given the global and digital transformation. Tripartite models of entrepreneurial skills necessary for the digital era: being open to novelty, creating solutions to emerging problems, and communicating effectively. These skills include creativity and innovation, initiative, self-efficacy and resilience, strategic planning and evaluation, problem-solving, transformational leadership, clear and visual communication, teamwork and networking, and digital communication. The importance of digital communication in disseminating ideas and maintaining relationships with target audiences, which is essential in the digital entrepreneurship landscape (Jardim, 2021). Several critical results regarding entrepreneurship in the digital era. Digital entrepreneurship has significantly transformed how entrepreneurs operate their businesses, leading to the development and application of new ventures and processes by digitally equipped enterprises. This transformation is driven by various socio-technical drivers that support the acquisition, processing, distribution, and consumption of digital information (Cueto et.al, 2022). The digital era has also accelerated the digital transformation of micro, small, and medium enterprises (MSMEs), influenced by changes in consumer habits and innovation programs during the COVID-19 pandemic.

## METHODS

This research uses a qualitative approach through literature study to understand the urgency of digital entrepreneurship in this digital economic era. In this study, qualitative design is thus most suitable because it allows for an in-depth exploration of theoretical frameworks and empirical findings, and practical insights from existing literature are drawn upon. Literature studies involve the critical review and analyses of scholarly articles, research papers, and case studies obtained from reputable academic databases that are useful in understanding the changing dynamics of digital entrepreneurship. The primary data sources for this study were extracted from several reputable research article databases such as ScienceDirect, Emerald, JSTOR, Google Scholar, and Semantic Scholar. These platforms were selected because of their vast collections, including peer-reviewed articles incorporating high-quality and reliable information. The findings from the articles were selected based on their relevance to the key themes: digital entrepreneurship, technological adaptation, and the challenges entrepreneurs face within the context of the digital economy.

Data collection identified academic articles to be selected and reviewed, covering critical themes on entrepreneurship, the digital economy, and technology adaptation. Articles were then selected based on their culmination within the last ten years. They contained empirical data or case studies that allow a glimpse into challenges and opportunities presented within the digital entrepreneurship landscape. A total of 50 research articles were identified for preliminary review, where 30 studies were most relevant and included in the final analysis. The selection of materials is based on specific keywords 'digital entrepreneurship,' 'technology adaptation,' 'digital economy,' and 'entrepreneurship challenges.' The nature of the performed analysis involved a deductive approach. Deductive reasoning is chosen because this allows research to take existing theories and knowledge of instances of digital entrepreneurship and draw a conclusion based on patterns observed in the literature reviewed. This method also supports building an argument that is logical and coherent. Logically, the paper will begin with the most general aspects- the need for digital entrepreneurship- and gradually go down to specific case studies and empirical findings. Thematic content analysis was performed whereby recurring themes, such as technological integration, digital transformation, and entrepreneurial challenges, are identified and categorized. Empirical data were retrieved from reviewed articles supporting the theoretical framework by giving specific examples of how entrepreneurs adapt to ever-changing technologies. The thematic analysis thus allowed me to look into trends and challenges expected of entrepreneurs in different industries and parts of the world, giving me a wide-ranging view of the current status of digital entrepreneurship.

## RESULTS

Digital entrepreneurship and digital economics were connected, and this research indicates that this result is based on empirical research used as a data source. Several findings of this research highlight the importance of digital technology in maximizing the potential of digital entrepreneurship. The result of this research also explains many aspects that could contribute toward digital entrepreneurship development in the future, especially in rural areas with limited digital infrastructure and in the city that face a high frequency of competitors in every form of business, either its product or services, to simplify the findings of this research, the result was presented in the form of a table such as below:

**Table 1. Research Result**

<b>Authors &amp; Years</b>	<b>Research Focus</b>	<b>Key Findings</b>	<b>Relevance</b>
Paul et.al (2023)	Digital entrepreneurship themes, contexts, and methodologies	Identified key themes and research gaps in digital entrepreneurship, proposing future research avenues	Highlights gaps in theoretical foundations and research depth, emphasizing the need for systematic approaches in digital entrepreneurship
Fernandes et.al (2023)	Digital entrepreneurship thematic clusters and trends	Identified six thematic clusters and proposed a future research agenda	Emphasizes the multidisciplinary nature of digital entrepreneurship and suggests areas for future exploration
Antonizzi & Smuts (2020)	Relationship between digital entrepreneurship and transformation	Explores characteristics and interconnections between digital entrepreneurship and transformation	Proposes a framework for leveraging digital transformation in entrepreneurship
Jardim (2021)	Importance of entrepreneurial skills in education	Proposes a model for integrating entrepreneurial skills into education	Highlights the role of digital communication and skills in entrepreneurship education
Sahut et.al (2019)	Roles and research streams in digital entrepreneurship	Identifies four major roles and research streams in digital entrepreneurship	Emphasizes the need for new conceptual frameworks to understand digital entrepreneurship
Beliaeva et.al (2020)	Role of innovation ecosystems in digital entrepreneurship	Highlights the importance of strategic partnerships in digital entrepreneurship	Provides insights into the dynamics of digital entrepreneurship ecosystems
Elia et.al (2020)	Role of digital technologies in entrepreneurship ecosystems	Categorizes digital entrepreneurship ecosystems and emphasizes collective intelligence	Proposes a framework for understanding digital entrepreneurship ecosystems
Soluk et.al (2021)	Interplay between digital technologies and entrepreneurship	Highlights the importance of stakeholder support and technology adoption in entrepreneurship	Encourages research on digital entrepreneurship in rural and emerging markets
Kraus et.al (2023)	Relationship between entrepreneurial orientation, innovation, and digitalization	Analyzes the relationship between entrepreneurial orientation and disruptive innovation	Explores the impact of digitalization strategies on entrepreneurship
Cueto et.al (2022)	Impact of COVID-19 on young entrepreneurs	Highlights challenges and opportunities for young entrepreneurs during the pandemic	Emphasizes the need for a holistic approach in supporting digital entrepreneurship.

Bican & Brem (2020)	Understanding digital concepts among innovation managers	Highlighted the need for a unified understanding of digital terminology to facilitate effective digital strategies.	Emphasizes the importance of clear digital terminology for effective digital entrepreneurship strategies.
Satalkina & Steiner (2020)	Digital entrepreneurship and its implications for business models and innovation	Identified key dimensions of digital entrepreneurship: Entrepreneur, Entrepreneurial Process, and Ecosystem.	Provides a comprehensive overview of digital entrepreneurship mechanisms and innovation systems.
Purbasari et.al (2021)	Digital Platform-based SMEs in Indonesia	Found that Digital Technology Entrepreneurship and Digital Multisided Platforms are thriving, but Digital User Citizenship is weak.	Highlights the challenges and opportunities for digital entrepreneurship in the context of a pandemic.
Ye et.al (2020)	Green entrepreneurship intentions among business students and entrepreneurs	Significant positive relationships between knowledge, willingness to go green, market orientation, and personal innovativeness with green entrepreneurship intentions.	Suggests integrating ecological literacy into education to promote green digital entrepreneurship.
Scheidgen et.al (2021)	Social innovation and entrepreneurial responses during crises	Identified digital brokering and digitized services as key types of digital social innovation, with some innovations having lasting impacts beyond the pandemic.	Demonstrates how crises can catalyze digital social innovation and entrepreneurship.

Sources: Authors (2024)

According to this research, the urgency of digital entrepreneurship is a transformative force in the modern business landscape. Key findings highlight that digital technologies and platforms reshape entrepreneurial processes, enable new business models, and foster innovation. These studies emphasize the need for businesses to adapt to digital transformation to remain competitive, particularly in light of challenges such as resource limitations, skill gaps, and market disruptions. Digital ecosystems and strategic partnerships are crucial in supporting digital entrepreneurship, while educational systems must integrate digital skills to prepare future entrepreneurs. The research calls for a comprehensive understanding of digital entrepreneurship to leverage its potential for economic growth and innovation.

Moreover, the urgency of digital entrepreneurship by emphasizing the need for a unified understanding of digital terminology to facilitate effective strategies, the role of digital entrepreneurship in driving innovation and transformation within business ecosystems, the challenges and opportunities for digital platform-based SMEs during the COVID-19 pandemic,

the importance of integrating ecological literacy to promote green entrepreneurship, and the potential for crises to catalyze digital social innovation.

## **DISCUSSION**

### **Urgency of Digital Entrepreneurship**

Urgency of digital entrepreneurship arises from several factors. Businesses that fail to undergo digital transformation become less stable than those that succeed, making it vital for companies to address digital entrepreneurship tactically. The global advancement in accepting and adopting digital technologies and platforms has significantly impacted traditional businesses and entrepreneurship, especially in developing countries. This transformation has led to the creation of digital businesses and innovative digital business models, essential for staying competitive in the evolving market landscape (Paul et.al, 2023). Meanwhile, according to (Fernandes et.al, 2022) digital entrepreneurship is considered urgent due to its role as a driver of innovation and economic growth, especially in today's technological and digital challenges. The digitization of existing businesses and the creation of digital enterprises are rising, highlighting the importance of digital entrepreneurship in transforming traditional business models to adapt to digital challenges. This transformation is part of a new digital revolution essential for economic prosperity.

Maximizing digital entrepreneurship's potential is crucial to integrating it within the broader innovation system, recognizing its role in driving transformations and sustainable transitions. This involves understanding communication and interaction patterns changes, opportunity assessment, and resource considerations as part of a comprehensive innovation process. Digital entrepreneurship necessitates the transformation of business models, leveraging digital technologies to create new value categories and opportunities through stakeholder interaction. This transformation can lead to cost reductions and optimized resource configurations, fostering sustainable business models (Satalkina & Steiner, 2020). Meanwhile, (Bican & Brem, 2020) stated that it is essential to embrace new ventures and transformation by creating and using novel digital technologies. This involves enhancing resource optimization for more sustainable businesses through digital technologies, which form the basis of digital innovations in platforms and digital environments. These innovations lead to organizational change and digital transformation, affecting all business aspects and laying ground for digital entrepreneurship.

Digital entrepreneurship can contribute toward economic growth. Adopting digital technologies can help entrepreneurs access new profitable markets, which can aid in overcoming the poverty trap in rural settings. Additionally, digital technologies can enhance entrepreneurial outcomes and help take emerging markets to the next level. Digital tools allow firms to leverage business opportunities, which can help entrepreneurs overcome challenges imposed by institutional voids, especially in rural settings. Furthermore, digital technologies can create firm value and build competitive advantages, which might help companies become more entrepreneurial, particularly in developing countries (Soluk et.al, 2021). Several other benefits of digital entrepreneurship were explained by (Kraus et al., 2023), which include (1) Innovation and Disruption. Digital entrepreneurship, through a structured digitalization strategy, can drive disruptive innovation; (2) Customer Orientation. Digitalization strategy can support customer orientation by providing personalized offers, digital communication, and sales channels; (3) High Performance. Combination of



digitalization strategies and entrepreneurial orientation can lead to high performance, as seen in industries like the financial sector; and (4) Cross-Industries Relevance. Digital entrepreneurship is relevant across various industries, as it influences entrepreneurial actions and can be a decisive factor for a company's success.

Its role as a critical pillar for digital economic development highlights the urgency of implementing digital entrepreneurship. It emphasizes the need to pursue opportunities based on digital media and technologies through a pivotal business model framework that leverages marketing, transaction, and back-office components (Elia et.al, 2020). Additionally, digital technologies have broadened the scope of entrepreneurial actions, transformed the landscape of entrepreneurial processes and elevated essential questions at the intersection of entrepreneurship and digital technologies. Digital capabilities, such as internal digital infrastructure maturity and adopting digital drivers, are essential for digitalization. Entrepreneurs must also possess personal characteristics like professional flexibility and readiness for continuous education, decision-making skills, and personal motivation. Furthermore, external system conditions, including institutional influences and market tendencies, significantly shape digital entrepreneurship. By focusing on these aspects, digital entrepreneurship can effectively harness digital opportunities and drive innovation development.

### **Future of Digital Entrepreneurship**

Digital entrepreneurship contributes significantly to economic growth and innovation. It is characterized by the high intensity of utilization of digital technologies to improve business operations, develop new products, processes, and business models, and engage with customers and stakeholders. Digital entrepreneurs identify and exploit diverse opportunities based on the Internet, the World Wide Web, mobile technologies, digital media, and other information and communication technologies. Firms using new technologies to improve business processes generate more revenues than those using little technology. As a result, digital entrepreneurship has become a critical pillar for economic growth and innovation and is considered one of the key priorities by multiple countries (Beliaeva et.al, 2020). Digital entrepreneurship also enables the creation of new venture opportunities through digital technological innovation, emphasizing its systemic and collective nature. Additionally, it empowers entrepreneurs by reducing barriers between invention and company creation through digital tools and platforms, fostering new types of jobs that are difficult to classify within traditional employment categories (Sahut et.al, 2019). Furthermore, digital entrepreneurship contributes to job creation and economic growth, making it a focus of academic research and public policy.

Future of digital entrepreneurship is characterized by the continuous evolution and diversification of participants, who possess varying competencies, aspirations, and purposes. This evolution moves from traditional, established participants to a more dynamic and diverse assemblage. Digital entrepreneurship is deeply entrenched in digital opportunities, with technological development at an all-time high, creating significant opportunities for entrepreneurs. It involves redesigning business practices to incorporate digital technology across all facets of a business, offering substantial opportunities through digital networking capabilities (Antonizzi & Smuts, 2020). Digital entrepreneurship is expected to thrive on the development of digital ecosystems, which involve mutual adjustments related to products,

services, and locations. Digital technology's role as an accelerator for digital-based startups is significant, with technology driving business growth and enabling the development of startup businesses. The digital industry is rapidly growing, marked by the emergence of various digital platforms that offer innovations and compete at both national and international levels. Furthermore, digital entrepreneurship is expected to promote innovation, create job opportunities, and increase social and economic productivity, making it a priority for governments in various countries (Purbasari et.al, 2021).

Technology supports entrepreneurship development by enabling digital social innovation, which creates social value. Entrepreneurs use digital technologies to address crises, such as physical distancing during COVID-19, by creating digital closeness through digital brokering and digitized services. This approach allows entrepreneurs to mobilize and channel existing societal resources in unusual ways, advancing social innovation (Scheidgen et.al, 2021). Digital entrepreneurship has brought monumental changes in how entrepreneurs operate their businesses and has been linked to job creation and economic growth. Additionally, the digital transformation of companies, driven by technologies and changing consumer habits, has been accelerated, especially during the COVID-19 pandemic. These points suggest the importance of digital entrepreneurship in the current economic landscape (Cueto et.al, 2022).

Furthermore, the critical role of technology must be addressed. Technology supports entrepreneurship development by enabling digital communication, crucial for disseminating new ideas, projects, businesses, and brands. This type of communication helps create and maintain relationships with specific target audiences and expand networks of customers or potential customers. Digital marketing, as part of this technological support, allows for systematic interactivity with consumers, enabling organizations to listen to assessments and suggestions (Jardim, 2021). Additionally, digital entrepreneurship, which involves seeking opportunities through communication technologies, has gained global interest because it allows part or all entrepreneurial projects to occur digitally. This shift offers advantages in business activities such as marketing, stock management, sales, quality control, and distribution. Emerging digital technologies, like artificial intelligence, are also expected to transform further the execution of tasks related to creating products and providing services.

## **CONCLUSION**

The research concludes that digital entrepreneurship is crucial in the modern business landscape, particularly in the rapidly evolving digital economy. It emphasizes entrepreneurs' need to adapt to technological changes to remain competitive, highlighting the transformative impact of digital technologies on business operations, consumer behavior, and market dynamics, significantly accelerated by the COVID-19 pandemic. The study finds that embracing digital tools is essential for business survival and growth while addressing the financial and skills-related barriers entrepreneurs face. It underscores the importance of continuous innovation and adaptation to foster sustainable and resilient business practices. Additionally, the research calls for a unified understanding of digital terminology, integration of digital skills in education, and strategic partnerships within digital ecosystems, positioning digital entrepreneurship as a vital driver of economic growth and innovation.

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