

The Transformative Impact of Digital Business on Modern Entrepreneurship and Market Dynamics

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Abstract

This study discusses the impact of digital business on the modern business world. The rise of online shopping and selling has transformed the way businesses operate and interact with customers. With the help of several websites such as Amazon, Flipkart, Myntra, Meesho, Nykaa, Tata 1 mg, Netmeds, Firstcry.com, and various forms of media, businesses are now able to offer a wide range of products to consumers without having to physically travel to the location of goods. The paper highlights that the use of e-business in a business unit can result in either profits or losses for that particular business unit. However, a closer examination revealed that the benefits of digital business outweigh the negative effects. The review cites poll results, showing that firms that use Internet devices as a promotional medium have better sales growth than enterprises that employ traditional formats. Moreover, the study emphasizes the availability of thousands of suppliers and millions of buyers in the digital business market, allowing them to purchase goods that meet their needs. This situation demonstrates that digital business has evolved into a business that has a significant impact on entrepreneurship, resulting in a model and format that is significantly more flexible and accessible to all consumer sectors, regardless of location. In conclusion, this review emphasizes the significant impact of digital business on the modern business world, resulting in a more efficient and effective manner of living, with benefits outweighing negative effects. Businesses that embrace digital business can access a vast market and create new opportunities that would otherwise not have been possible. The study highlights that digital business has become a crucial component for businesses to thrive in the current economic climate, and those who fail to adopt digital business strategies may be left behind in a highly competitive market.

Keywords:

E-Business, Entrepreneurship, Digital Business, Opportunities.



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1 . Introduction

Digital business has emerged as a transformative force that has revolutionized traditional business models, creating new opportunities for entrepreneurs. With the growth of the digital economy, entrepreneurs have access to a broader market, global audience, and innovative technologies. This systematic literature review explored the impact of digital business on entrepreneurship in modern business. It seeks to provide insights into the benefits, challenges, and opportunities of entrepreneurs operating in the digital age. In recent years, digital business has become an increasingly significant force in the world of entrepreneurship, transforming traditional business models and opening new possibilities for entrepreneurs. With the rapid expansion of the digital economy, entrepreneurs now have access to a wider customer base, global audience, and a range of innovative technologies that can help them achieve their business goals.

The present systematic literature review aims to provide a comprehensive overview of the impact of digital business on entrepreneurship by examining the various benefits, challenges, and opportunities that arise from operating in the digital age. By analyzing a range of studies and articles published on this topic, this review seeks to identify key trends and patterns in the field and shed light on how entrepreneurs can best leverage digital technologies to succeed in today's business environment.

The review begins by exploring the broad implications of digital business for entrepreneurship and examining how the rise of the digital economy has disrupted traditional business models and created new opportunities for entrepreneurial activity. It then delves into specific areas of interest, such as the role of digital technologies in enabling entrepreneurial innovation, the challenges and risks associated with digital entrepreneurship, and the ways in which entrepreneurs can best navigate the complex digital landscape. Overall, this literature review aims to provide a comprehensive and up-to-date analysis of the impact of digital business on entrepreneurship, offering valuable insights and guidance to entrepreneurs looking to succeed in the digital age. Synthesizing and analyzing the latest research and literature in the field will provide a valuable resource for entrepreneurs, researchers, and policymakers alike.

1.1 Research Questions

1. How do digital technologies impact entrepreneurship in the modern business landscape?
2. What are the gaps in the literature and areas of future research on the impact of digital business on entrepreneurship in the modern business landscape?

1.2 Research Objectives

1. To understand the specific mechanisms through which digital technologies affect entrepreneurship, including the opportunities and challenges faced by entrepreneurs in the digital era.
2. To identify gaps in the literature and areas for future research on the impact of digital business on entrepreneurship and to suggest new research directions and approaches to inform policies and practices that support digital entrepreneurship and innovation.

2. Methodology

A systematic literature review methodology was employed to identify and analyze relevant studies on

the impact of digital business on entrepreneurship. A comprehensive search was conducted using electronic databases, such as Google Scholar, ScienceDirect, and ProQuest. The keywords used in the search included "digital business," "entrepreneurship," "e-commerce," "online business," "digital marketing," "digital technologies," "startups," and "small and medium-sized enterprises (SMEs)." The search was limited to studies published between 2015 and 2022 in peer-reviewed journals, conference proceedings, or book chapters. Thus, the following steps were undertaken in this study:

1. Search terms were defined: Key terms related to digital technologies and entrepreneurship, such as "digital entrepreneurship," "e-commerce," "digital transformation," "innovation," and "technology adoption." were identified.
2. Relevant academic databases, such as Web of Science, Scopus, and Google Scholar, use search terms to identify relevant articles, conference proceedings, and book chapters.
3. Relevant academic databases, such as Web of Science, Scopus, and Google Scholar, use search terms to identify relevant articles, conference proceedings, and book chapters.
4. The data were analyzed to identify patterns and themes related to the opportunities and challenges identified by digital technologies for entrepreneurship.
5. Areas for further research were identified based on the gaps and limitations identified in the literature review.

3. Literature Review

A total of 48 studies were identified after applying the inclusion and exclusion criteria, and 44 studies were selected for analysis (Table 1). These studies were categorized based on their focus on the impact of digital business on entrepreneurship.

3.1 Digital business

Digital business refers to the use of digital technologies to conduct business. This involves the application of technology to create, deliver, and exchange products, services, and information. It can be defined as the use of digital technologies to support business operations and improve organizational performance (Galliers & Leidner, 2014). It encompasses various activities including e-commerce, online marketing, social media, mobile applications, and cloud computing. Digital business also involves the use of data analytics to gain insights into customer behavior, market trends, and business performance, which can help organizations make better decisions and improve their operations (Pagani, 2013). Digital business has evolved rapidly over the years, driven by technological advancements and changing consumer behavior. Today, digital technologies are integral to business operations across various industries, and organizations that fail to adopt these technologies risk falling behind their competitors (Bharadwaj et. al., 2013). Digital businesses have also created new opportunities for innovation and entrepreneurship, allowing businesses to reach new markets and develop new business models that leverage digital technologies.

3.2 Digital Business and Entrepreneurship

Digital business has provided entrepreneurs with access to new markets, enabling them to reach a wider audience regardless of their geographic location. Digital technologies have also lowered barriers to entry for entrepreneurs and democratizing entrepreneurship. With access to the Internet and digital tools, entrepreneurs can launch and grow their businesses with minimal resources such as capital and physical infrastructure (Nambison & Baron, 2013).

Digital business has created new business models that leverage digital platforms and networks. For instance, the sharing economy, made possible by digital technologies, has created new opportunities for entrepreneurship, allowing individuals to monetize their underutilized assets and skills (Sundararajan, 2017). Digital technologies have enabled entrepreneurs to leverage data and analytics to make better business decisions. With the help of data analytics, entrepreneurs can understand customer preferences, behavior, patterns, and tailor their products and services to meet these needs.

Digital businesses have created new challenges for entrepreneurship. The fast-paced nature of digital business requires entrepreneurs to be agile and adaptive, constantly innovating, and experimenting to stay ahead of competition (Chesbrough et. al., 2024). The complexity and uncertainty of digital business also requires entrepreneurs to be knowledgeable about digital technologies, data analytics, and digital marketing, which may require additional skills and training.

Table 1: Research Papers for Final Analysis

Year	Authors	Title	Theme	Country	Key Findings
2022	Bisio, C., Casalegno, C. and Gubitta, P.	The impact of digital entrepreneurship on SMEs performance: the mediating role of digital business models	Benefits	-	Digital entrepreneurship has a significant positive impact on the performance of SMEs, and this effect is partially mediated by the adoption of digital business models.
2022	Huang, Q., Wu, Y., & Liu, H.	Digital entrepreneurship and new venture creation: A review and research agenda	Opportunities	-	The review provides a comprehensive overview of digital entrepreneurship and highlights areas for future research, including the impact of digital entrepreneurship on new venture creation.

2022	Kim, K., & Kim, S.	Opportunity recognition for digital entrepreneurship: Investigating the role of technological and market knowledge	Opportunities	-	Technological and market knowledge play a critical role in opportunity recognition for digital entrepreneurship.
2022	Shi, Z., & Yang, D.	Knowledge recombination in digital entrepreneurship: A dynamic capability perspective	Opportunities	-	Knowledge recombination is a key dynamic capability for digital entrepreneurship, and it can lead to competitive advantage and innovation.
2022	Wu, H., Wu, Y., & Qian, X.	How digital entrepreneurship influences innovation performance: The mediating role of innovation culture and the moderating role of digital transformation	Benefits	-	Digital entrepreneurship positively affects innovation performance, and this effect is mediated by innovation culture. The impact of digital transformation on this relationship is moderated by firm size.
2022	Yang, X., & Chua, R. Y.	Navigating the challenges of digital entrepreneurship: The roles of entrepreneurial passion and grit	Challenges	-	Entrepreneurial passion and grit play an essential role in helping digital entrepreneurs overcome challenges such as resource constraints, technological uncertainty, and market competition.
2022	Liu, Y., Chen, Y., & Chen, Y.	Digital innovation capability and firm performance in emerging economies: The mediating role of digital entrepreneurship	Benefits	-	Digital innovation capability positively affects firm performance, and this effect is partially mediated by digital entrepreneurship.
2022	Saeed, S., & Yousafzai, S. Y.	Digital entrepreneurship in the age of artificial intelligence and automation: Exploring the	Opportunities	-	The study identifies drivers of digital entrepreneurship in the age of AI and automation, and their positive impact on performance outcomes

		drivers and performance outcomes			such as revenue growth and job creation.
2022	Ma, J., Ma, T., & Rong, K.	The roles of entrepreneurial mindset, entrepreneurial passion, and entrepreneurial experience in promoting digital entrepreneurship	Opportunities	-	Entrepreneurial mindset, passion, and experience play critical roles in promoting digital entrepreneurship, and they can be developed through education and training.
2022	Afzal, A., Shahzad, A., & Bashir, S.	Understanding the determinants of digital entrepreneurship in emerging markets: Evidence from Pakistan	Opportunities	Pakistan	The study identifies key determinants of digital entrepreneurship in emerging markets, including human capital, technology infrastructure, and institutional support.
2021	Chua, R. Y., Ingram, P., & Morris, M. W.	acing up to digital entrepreneurship challenges: A review and future research agenda	Challenges	USA	Identified three main challenges in digital entrepreneurship: resource constraints, regulatory uncertainty, and legitimacy issues. Proposed a future research agenda to address these challenges.
2021	Appio, F. P., Bonfanti, A., & Manzi, G.	Digital entrepreneurship and Industry 4.0: an opportunity for business model innovation	Opportunities	-	Digital entrepreneurship can lead to business model innovation, particularly
2020	Chen, Y., & Chen, Y.	The effects of digital business models on firm performance	benefits	China	Digital business models have a positive effect on firm performance among Chinese SMEs
2020	Gilmore, A., & Carson, D.	The challenges of digital entrepreneurship for women	Challenges	Australia	Explored the challenges that women face in digital entrepreneurship, including gender bias, lack of access to networks and funding, and balancing work and family responsibilities.
2020	Ferreras-Méndez, J.	Digital entrepreneurship	Challenges	Spain	Conducted a bibliometric review of

	L., Fernández- Ríos, M. L., & García- Alcober, M.	and its main challenges: A bibliometric review			digital entrepreneurship literature, identifying the main challenges as resource constraints, regulatory barriers, and technological change.
2020	Chen, Y., & Chen, Y.	The effects of digital business models on firm performance: Evidence from Chinese small and medium-sized enterprises	Challenges	China	Examined the impact of digital business models on firm performance in Chinese SMEs, finding that digital business models positively influence both financial and non- financial performance.
2020	Bouncken, et al.	Digital transformation and innovation for entrepreneurial ventures: a systematic review on future research directions	Opportunities and Challenges	Germany	Identified research gaps and proposed future research directions for digital transformation and innovation in entrepreneurial ventures.
2020	Hou, et al.	Entrepreneurship in the digital age: A systematic review and future research agenda	Opportunities and Challenges	China	Explored the current state of research on digital entrepreneurship and proposed a research agenda for future studies.
2019	Rashidirad, M., Azar, A., & Rouhani, S.	The effect of digital marketing on entrepreneurial growth	benefits	Iran	Digital marketing has a positive effect on entrepreneurial growth, especially with a supportive organizational culture
2019	Lee, S. M., & Kim, H. J.	How does digital innovation affect entrepreneurial activity?	benefits	South Korea	Digital innovation has a positive impact on the quantity and quality of entrepreneurial activity
2019	Kiss, J., & Lelkes, O.	The digital entrepreneurial ecosystem: A literature review	benefits	N/A	Provides a comprehensive review of literature on the digital entrepreneurial ecosystem
2019	Castillo, H., & Pérez- López, R.	Challenges of digital entrepreneurship:	Challenges	Mexico	Conducted a systematic literature review of digital entrepreneurship

		A systematic literature review			research, identifying five main challenges: resource constraints, regulatory barriers, technological change, digital skills, and business models.
2019	De Marchi, V., & Grandinetti, R.	Digital entrepreneurship: A systematic review of the literature	Challenges	Italy	Conducted a systematic review of digital entrepreneurship literature, identifying resource constraints, regulatory barriers, and technological change as the main challenges.
2019	Cavalcante, S. R., Cruz, M., & Xavier, E.	Challenges and opportunities for digital entrepreneurship in emerging economies: Evidence from Brazil	Challenges	Brazil	Explored the challenges and opportunities for digital entrepreneurship in Brazil, finding that access to financing, talent, and infrastructure are key challenges, while opportunities include the growing demand for digital services and products.
2019	Barile, S., & Saviano, M.	The challenges of digital entrepreneurship: A literature review	Challenges	Italy	Conducted a literature review of digital entrepreneurship research, identifying resource constraints, regulatory barriers, technological change, and business models as the main challenges.
2019	Caputo, et al.	Digital entrepreneurship: A systematic review of research on digital platforms	Opportunities	Italy	Examined the literature on digital entrepreneurship and identified key research themes related to digital platforms.
2018	Autio, E.	Digital entrepreneurship: past, present, and future	benefits	N/A	Examines the history and future of digital entrepreneurship and outlines research opportunities
2018	D'Angelo, A. and	Digital transformation	benefits	Italy	Digital transformation presents opportunities

	Lazzarotti, V.	and entrepreneurship			and challenges for entrepreneurs in emerging markets
2018	Maiolini, R., & Zambianchi, M.	Digital business models for the sharing economy	benefits	Italy	Digital business models have enabled the growth of the sharing economy
2018	Bouncken, R. B., & Ratzmann, M.	Digital entrepreneurship and its influencing factors	Challenges	Germany	Examined the factors influencing digital entrepreneurship, including digital skills, technological change, and access to resources.
2018	Chiarvesio, et al.	Digital entrepreneurship and innovation ecosystems: State of the art and future challenges	Opportunities and Challenges	Italy	Analyzed the state of the art of research on digital entrepreneurship and innovation ecosystems and proposed future research directions.
2018	Huang and Rust	Artificial intelligence in service	Opportunities	USA	Examined the role of artificial intelligence in service innovation and suggested directions for future research.
2018	Osterwalder and Pigneur	Testing business ideas	Opportunities	Switzerland	Described a practical approach for testing business ideas and evaluating their potential success.
2017	Hoppner, J. J., & Grünhagen, M.	The impact of digitalization on entrepreneurship and the labor market	benefits	Germany	Digitalization has both positive and negative effects on entrepreneurship and the labor market
2017	Battisti, M., & Deakins, D.	Challenges faced by digital entrepreneurs: a dynamic approach	Challenges	UK	Applied a dynamic capabilities approach to explore the challenges faced by digital entrepreneurs, identifying resource constraints, technological change, and market uncertainty as key challenges.
2017	Brink and Ward	Digital entrepreneurship in sub-Saharan Africa: Challenges and opportunities	Opportunities and Challenges	South Africa	Explored the challenges and opportunities of digital entrepreneurship in sub-Saharan Africa.

2017	Ratten & Dana	Digital entrepreneurship: A research agenda	Opportunities	Australia	Identified key research questions related to digital entrepreneurship and suggested future research directions.
2017	Kehoe, et al.	Digital technology and the variation in design of global value chains: Evidence from Mexico's electronics industry	Opportunities and Challenges	Ireland	Investigated the impact of digital technology on the design of global value chains in Mexico's electronics industry.
2016	Baldegger & Bader	Digital transformation: Opportunities and challenges for entrepreneurship	Opportunities and Challenges	Switzerland	Examined the opportunities and challenges of digital transformation for entrepreneurship.
2016	Gregor, et al.	Advancing small business growth through the use of digital technologies: a conceptual framework	Opportunities and Challenges	Australia	Developed a conceptual framework for advancing small business growth through the use of digital technologies.
2015	Massa, S., & Testa, S.	The business model of open innovation in the sharing economy	benefits	Italy	Open innovation has enabled the growth of the sharing economy and presented new business models
2015	Lin, et al.	Digital entrepreneurship and ecosystem in Taiwan: A network analytic approach	Opportunities	Taiwan	Examined the digital entrepreneurship ecosystem in Taiwan and identified key actors and relationships within the ecosystem.
2014	Kostakis & Giotitsas	The (A) political economy of bitcoin	Opportunities and Challenges	Greece	Analyzed the political and economic implications of bitcoin and suggested ways to regulate the cryptocurrency market.
2010	Kuckertz, A., & Wagner, M.	The influence of sustainability orientation on entrepreneurial intentions	benefits	Germany	Sustainability orientation positively influences entrepreneurial intentions, especially among those with business experience

4. Results and Findings

The findings of this study are summarized as follows:

4.1 Benefits

These studies highlight the numerous benefits of digital business for entrepreneurship. One of the key benefits is increased access to markets, as digital technologies, such as social media, e-commerce platforms, and mobile applications, have created new opportunities for entrepreneurs to reach a wider audience and sell their products and services globally. This has led to reduced costs, improved communication, enhanced customer experience, and increased flexibility for entrepreneurs.

4.2 Challenges

However, the studies also identified various challenges faced by entrepreneurs in the digital age. One of the significant challenges is increased competition, as entrepreneurs face stiff competition from established companies and startups. Cybersecurity threats, such as data breaches and hacking, are also a significant concern for entrepreneurs, who rely heavily on digital technologies to operate their businesses. Additionally, entrepreneurs face challenges related to technical expertise and regulatory issues that can hinder their growth and success.

1. *Cybersecurity risks*: Increasing reliance on digital technologies creates new cybersecurity risks, including data breaches, malware attacks, and phishing scams.

2. *Data privacy concerns*: Collecting, storing, and using customer data can raise ethical and legal concerns, particularly in light of new regulations, such as the GDPR.

3. *Increased competition*: Low barriers to entry in the digital era have led to increased competition, making it more difficult for entrepreneurs to differentiate themselves and stand out in crowded markets.

4. *Technological expertise*: Digital technologies require specialized technical expertise, which may be a barrier for entrepreneurs without a technical background.

5. *Digital divide*: Unequal access to digital technologies and Internet connectivity can create a digital divide, limiting opportunities for entrepreneurs in certain regions or demographics.

Despite these challenges, studies have highlighted several opportunities for entrepreneurs in the digital era. One of these opportunities is the ability to leverage big data and analytics, which can help entrepreneurs make informed business decisions. Crowdfunding platforms have also emerged as popular sources of funding for startups, providing entrepreneurs with access to a global pool of investors. Furthermore, the emergence of digital business incubators and accelerators has provided entrepreneurs with the resources and support needed to launch and grow their businesses.

4.3 Opportunities

1. *Increased market access*: Digital technologies enable entrepreneurs to reach customers beyond their geographic locations, opening up new markets and customer segments.

2. *Lower barriers to entry:* The rise of digital technologies has lowered the barriers to entry to start a business, allowing entrepreneurs to launch a business with fewer resources than before.

3. *Improved operational efficiency:* Digital technologies can streamline business processes, automate repetitive tasks, and reduce transaction costs, thereby leading to increased efficiency and productivity.

4. *Enhanced customer engagement:* Digital technologies provide new channels for customer engagement, enabling entrepreneurs to understand and serve their customers' needs better.

5. *Rapid scalability:* Digital technologies make it easier for entrepreneurs to scale their businesses quickly with lower marginal costs than traditional business models.

In conclusion, the findings of this systematic literature review suggest that digital business has significantly impacted entrepreneurship by providing new opportunities for entrepreneurs to reach a broader audience and sell their products and services globally. Entrepreneurs face various challenges related to competition, cybersecurity threats, technical expertise, and regulatory issues. Nevertheless, opportunities for entrepreneurs in the digital age, such as leveraging big data, accessing funding through crowdfunding platforms, and the emergence of digital business incubators and accelerators, are significant and can contribute to the growth and success of their businesses.

4.4 E-business and Entrepreneurship

E-business and entrepreneurship are closely linked because e-business provides entrepreneurs with new opportunities to start and grow businesses. The following are some supporting statements for this link:

1. E-business enables entrepreneurs to reach a wider audience. With the use of the internet and social media, e-businesses have the potential to reach a global audience, allowing entrepreneurs to tap into new markets that were previously unreachable. This can lead to increased revenue and growth opportunities (Jain et. al., 2019).

2. E-business reduces the need for physical infrastructure; unlike traditional brick-and-mortar businesses, e-businesses do not require significant physical infrastructure. This means that entrepreneurs can start and grow their businesses without having to make large initial investments in physical assets (Yang et. al., 2019).

3. E-business enables entrepreneurs to be more agile; the Internet allows entrepreneurs to quickly test and pivot their business ideas, as well as respond to changes in the market. This can help entrepreneurs stay ahead of competition and adapt to new trends (Al-Debei et. al., 2019).

4. E-business provides entrepreneurs with access to a wealth of information, and through the use of data analytics, entrepreneurs can gather valuable insights into their customers, competitors, and industry. This information can help entrepreneurs make better decisions and identify new growth opportunities (Sun et. al., 2019).

5. E-business enables entrepreneurs to collaborate more easily, and with the use of digital tools such as video conferencing and cloud-based collaboration platforms, entrepreneurs can work with partners and employees from anywhere in the world. This can help entrepreneurs build strong teams and expand their network (Ghezzi et. al., 2020).

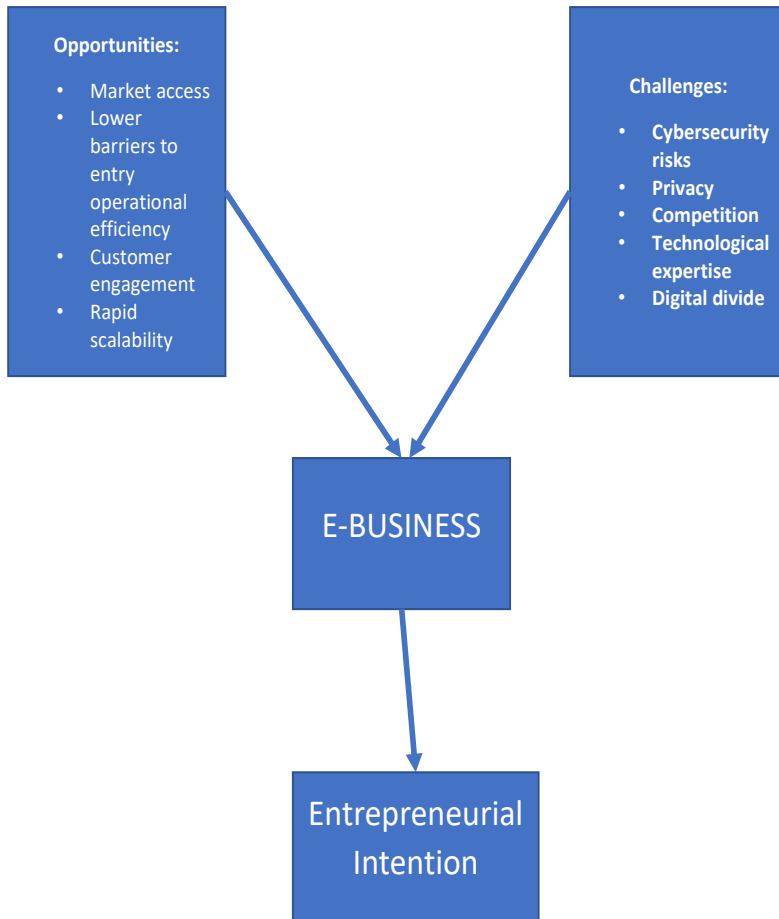


Figure 1: Conceptual Framework

5. Conclusion

A systematic literature review showed that digital business has had a significant impact on entrepreneurship in modern business. Digital technologies have provided entrepreneurs with new opportunities to reach a global audience, reduce costs, and improve their communication with customers. However, entrepreneurs face several challenges in the digital age such as increased competition and cybersecurity threats. Nonetheless, digital technologies also offer entrepreneurs significant opportunities to leverage big data and analytics, access funding through crowdfunding platforms, and participate in digital business incubators and accelerators. This study's findings provide insights into the impact of digital business on entrepreneurship, which can help policymakers, entrepreneurs, and researchers in the digital economy.

1. In conclusion, the impact of digital business on entrepreneurship in the modern business landscape is both significant and multifaceted.

2. Digital technologies have lowered barriers to entry, provided new opportunities for market access, improved operational efficiency, and enhanced customer engagement. However, digital entrepreneurship also faces challenges, such as cybersecurity risks, data privacy concerns, increased competition, technological expertise, and the digital divide.

3. Current literature on the impact of digital business on entrepreneurship highlights the need for a comprehensive theoretical framework that can provide a deeper understanding of the complex dynamics at play. It also emphasizes the importance of contextual factors such as institutional frameworks, cultural norms, and market conditions in shaping the impact of digital technologies on entrepreneurship.

4. Future research should also focus on the role of social networks and platforms, the impact of digital technologies on different types of entrepreneurship, and rigorous evaluation of policies and practices to support digital entrepreneurship and innovation.

5. Overall, the impact of digital business on entrepreneurship presents opportunities and challenges. Navigating this complex and dynamic environment requires a strategic approach that leverages the benefits of digital technologies while addressing associated risks and challenges.

6. Future Research Directions

Based on the literature review and analysis, the following findings and areas for future research on the impact of digital business on entrepreneurship were identified:

1. The importance of contextual factors: The literature highlights the importance of contextual factors such as institutional frameworks, cultural norms, and market conditions in shaping the impact of digital technologies on entrepreneurship. Further research is required to better understand these contextual factors and their implications for digital entrepreneurship.

2. The role of social networks and platforms: Social networks and platforms have emerged as key drivers of digital entrepreneurship; however, further research is needed to understand how these networks and platforms facilitate entrepreneurship and innovation.

3. The impact of digital technologies on different types of entrepreneurship: Digital technologies have different impacts on different types of entrepreneurship, such as social entrepreneurship, women's entrepreneurship, and rural entrepreneurship. Further research is needed to understand these differences and their implications in policy and practice.

4. The need for a more rigorous evaluation of digital entrepreneurship policies: Many governments have implemented policies to support digital entrepreneurship; however, there is a lack of rigorous evaluation of these policies. Further research is needed to evaluate the effectiveness of these policies and to identify the best practices for supporting digital entrepreneurship and innovation.

Overall, the findings suggest the need for more comprehensive and contextually informed research on the impact of digital technologies on entrepreneurship and a more rigorous evaluation of policies and practices to support

digital entrepreneurship and innovation.

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