DIGITAL ENTREPRENEURSHIP: AN AISLE FOR SUCCESS OF BUSINESS ENTERPRISES

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ABSTRACT

The traditional entrepreneurship may not assured fruitful results. Technology plays a vital role in modern business world. Digital entrepreneurship definitely improves the business from different dimensions. Keeping in view all these and to overcome the problems in traditional entrepreneurship, and innovative study is needed. Now-a-days, consumers want products/services at their door steps. To fulfil this gap digital entrepreneurship has to emerge. Digital entrepreneurship is quite different from traditional entrepreneurship. To become successful entrepreneur one needs to acquire digital skills. The present study mainly throws light on finding the essential skill requires to success digital entrepreneurship. The entire study is based on primary data collected with the help of questionnaires. The collected data was analyzed by using appropriate statistical tools and techniques.

Key Words: Digital, Technology, Entrepreneurship, Business, Digital Knowledge and Digital Skills
JEL Classification – M-13

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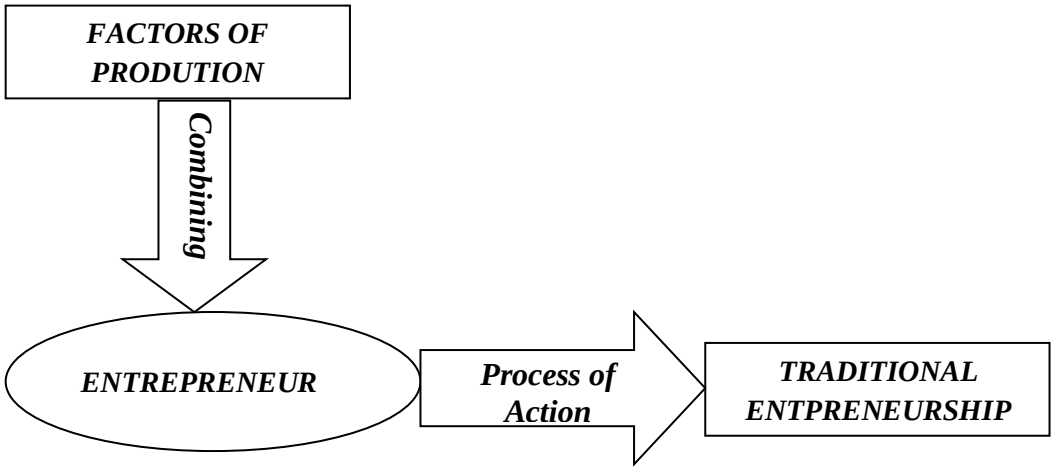
1. Prelude:

Entrepreneurship is the technique which involves multi faceted actions to be undertaken to run the business enterprise successfully. It is a mechanism of giving birth to new and innovative enterprises and which involves risk. The demarcation of the entrepreneurship has discussed in a conference held in United states as follows: "Entrepreneurship is the attempt to produce value through avowal of business opportunities, the management of risk taking relevant to the appetent and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition (Kao and Stevenson 1984).

1.1. Traditional Entrepreneurship

It is the process of conversion of factors of production into finished goods / services. Further, it is the process of action among factors of production, entrepreneur and process of action which has been depicted in figure – 1. In conversion process and process of action, many technological changes could be observed recently.

Figure – 1
Traditional Entrepreneurship



Source: Authors Depiction

1.2. Barriers of Entrepreneurship

The entrepreneur follows a passionate approach and transmits the factors of production into finished goods / services and drive the firm into successful entrepreneurship to get more and more profits and goodwill. When an entrepreneur wants to become successful entrepreneur there is no other way except resolving all the barriers which may arrive during the business period. Some of the major barriers identified were: 1. Ineffective Management of Finance, 2. Stinted Market Experience, 3. Intricacy in Management of Human Resources, 4. Non-Strategic Planning, 5. Lack of Capacity, 6. Political obstacle, 7. Inadequate constructive Knowledge, 8. No right team, 9. Corrupt Business Problems 10. Problems in reaching to many people, 11. Afraid of Failure, 12. Meager Opportunities, 13. No Training, 14. No backup Plan, 15. Scarcity in Technical Skills, 16. Dearth of Motivation and Psychological Pressures etc.,

A huge number of entrepreneurs particularly in the small enterprises may fail due to manhy problems and barriers. Besides them, the following are some of the problems and barriers (Kari H.Vesper) listed as under:

Variable Thinking Deficit; Economic Ignorance; Technological Ignorance; Seed Capital Deficit; The absence of commercial expertise, Being complacent means not trying hard enough. As a result of societal stigma, Diversions and time constraints Constraints imposed by the law, Due to copyrights, there is a lot of dominance and protectionist.

Entrepreneurs need to deal with all of the obstacles as soon as possible, or they risk damaging both their businesses and their reputations. As a result, the entrepreneur should look for other solutions immediately.

1.3 Entrepreneurship's Contribution to Economic Growth:

Entrepreneurship is viewed as a cause by countries like the United States, Russia, and Japan, all of which have large populations with advanced technology (Kanaka 2012). Over-emphasis on the role of the private sector for economic growth in the West has made individuals in poor countries overly aware of the importance of entrepreneurial activity.

Entrepreneurship must be increased both quantitatively and qualitatively in order to achieve the country's economic growth aim. In order to effectively utilise the country's available resources labour, technology, and capital – only engaged and motivated entrepreneurs can do so. The entrepreneur, according to Schumpeter (1934), is the driving force behind economic growth since of his involvement in introducing new ideas. One of the two requirements for economic growth, according to Parson and Smelser (1956), is a rise in capital output. Two decades apart, Harbison (1965) and Sayigh (1962) both describe entrepreneurship as an essential dynamic force. A catalyst or reagent must constantly be present, and this demands entrepreneurial acumen, to ensure that development occurs at the correct moment and in the right way. The businessman may think creatively and come up with new ideas or things to try out in the current business process, or he or she may come up with new product concepts. Entrepreneurship has a critical and necessary function to play in economic growth. Further, it is thought that development does not at a time as natural consequence when economic conditions are in some sense 'right': a catalyst or agent is always needed and which requires an entrepreneurial ability. Keeping in view all these, the entrepreneur may think innovatively and find some novel ideas / things and explore these on existing entrepreneurial processes or may give birth for some innovative products sources. The role of the entrepreneurship in economic development is crucial and essential.

Economic development parameters include, but are not limited to, promoting capital formation, creating large-scale employment, promoting balanced regional development, effectively mobilising capital and skills, and establishing back-and-forth connections. "An economy is the effect of which enterprise is the cause" is a common way to describe entrepreneurship's overall role in economic development (Kanaka 2012). Entrepreneurship has made a number of significant contributions to the country's bright future, including the following:

1. It mobilizes idle savings and promotes capital formation
2. It promotes employment opportunities much more
3. It promotes balanced regional development
4. It helps to reduce the concentration of economic power
5. Further, it also promotes country's export trade which earns the foreign currency.

Now-a-days, the customers' / consumers' tastes and preferences have continuously changing. If the business magnets produce the products as per the wishes of customers, the enterprise can survive otherwise, no place to the business enterprises. At junction, to fulfill the tastes and preferences of customers / consumers, the entrepreneurs should have technologically based firms.

2. Digital Entrepreneurship – A Paradigm

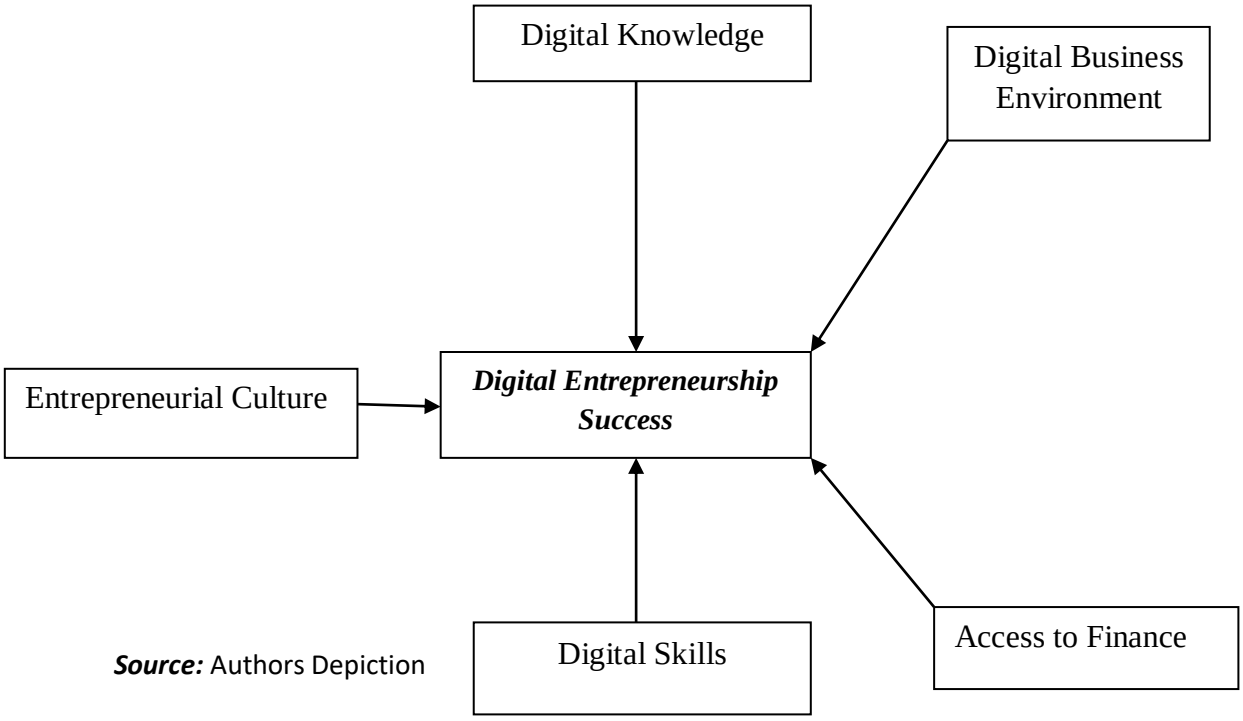
The facet of entrepreneurship has changed by utilizing digital technology i.e. digital transformation of business and the business world. Digital entrepreneurship is immensely creating innovative ventures and digitally transforming existing business to innovative digital business. Digital entrepreneurship may offer the promise of empowering people to do more in the universe by making new venture creation more inclusive and democratic. Digital technology includes, social, mobile, analytics and cloud computing solutions etc.,

The different paths of digital entrepreneurship are: i. New ways of finding customers for entrepreneurial ventures. ii. New ways of designing and offering products, and services. iii. New ways of generating revenues and reducing cost. iv. New opportunities to collaborate with platforms and partners. v. New sources of opportunity, risk, and competitive advantage.

2.1. Digital Entrepreneurship - A Conceptual Model

Taking into consideration all these and to overcome the barriers and problems in traditional entrepreneurship, a separate and innovative entrepreneurship is required. Now-a-days all customers to get products / services to their door steps. To fulfill this gap, digital entrepreneurship has to emerge to the existed ones or starting the new concerns in the form of start-ups. The European Commission 2013 identified five pillars in its conceptual model which is presented in figure – 2.

Figure –2
Pillars of Digital Entrepreneurship



Source: Authors Depiction

Among five models, Digital Knowledge, Digital Business Environment and Digital Skills play an important role in success of an entrepreneurship.

2.2. Emerging Digital Entrepreneurship

The following few digital entrepreneurships have emerged in the country.

i. New methods of attracting clients for small businesses. Innovation in product and service delivery methods. iii. New methods for earning income and lowering expenses. Fourth, new possibilities for collaboration with networks and partners. v. New opportunities, risks, and advantages in the marketplace.

In recent years, a few internet businesses have appeared in the country.

ii. Gig-based or freelance work
iii. Working from home as an on-line tutor, teacher, or programmer
iv. e-commerce, drop shipment, and affiliate marketing
v. Content creator [Blogging or video-blogging] (YouTuber)
vi. Author, Translator/Voice Over Artist/Online Photographer
vii. Become a designer, artist, or music producer.
viii. Digital marketing services, product development, and social media influencer roles are all viable options.
ix. An online website tester and a website seller

You can also begin offering other services or products that can be offered online and worldwide.

2.3. Digital Entrepreneurship and Essential Skills

For any firm to be successful, certain abilities are required. Running a business requires both hard and soft abilities, such as marketing and financial planning. Soft skills such as problem solving and decision making aid in the growth of the business. Entrepreneurial abilities can only be honed through practise and a well-thought-out learning strategy.

Literature Review

i. Jonas Soluk, Nandine Kammerlander and Solomon Darwin, (2021), in their paper entitled “Technological Forecasting and Social Change”, opined in their research paper that Entrepreneurship is often considered to key means to tracking ongoing challenge of poverty among the rural population in developing countries and also examine how the adoption of digital technologies in the form of smart-phone apps can strengthen entrepreneurship.

ii. Neetu Jalan and Vijayendra Gupta (2020) wrote on the scope, opportunity, and difficulties to digital entrepreneurship in their article titled "Scope, Chance, and Barriers to Digital Entrepreneurship". Critical questions in the study relate to digital entrepreneurship's scope, problems, and prospects.

iii. Jan Reker and Frederik Von Briel, (2019), in their research paper captioned, ‘The future of Digital Entrepreneurship Research: Existing and Emerging Opportunities”, discussed in the paper about the significance of Entrepreneurship in the global economy and also developed a framework which presents digital technologies as enables, outcomes and digital context.

iv. Liliya Satalkina and Gerald Steiner (2018) discussed the impact of digital transformation on socio-economic systems

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on business processes, particularly as it relates to resource requirements, networking processes, and patterns of communication within entrepreneurial activities in their research paper entitled "Digital Entrepreneurship: A Theory-Based In almost of Core Performance Indicators". The underlying open innovation circumstances have a significant impact on digital entrepreneurship trends.

v. Singh, S, (2017), in her paper entitled, "Women Entrepreneurship in India - A path to emancipation and economic empowerment through fight for a change", pointed out women development in entrepreneurship is low in the country and concluded economic empowerment of women must be needed to the country.

vi. Zhao, Frang; Collier; Alan, (2016) in their paper entitled, 'Digital Entrepreneurship: Research and Practice', 9th Annual Meeting of the EuroMed Academy of Company School said that a nation's digital entrepreneurial capacity is largely dependent on digital entrepreneurial behaviour, culture, strategy and an inventive ecosystem in which governments, industry, business and educational institutions work together. The model depicts and proposes the study of correlations between variables in a hypothetical digital entrepreneurship process in order to better understand the concept and practise of digital entrepreneurship established on five pillars (The European Commission, 2013).

3. Research Design and Methodology:

By considering all these curbs, the study has been conducted by adopting a separate set of design and methodology to get the explicit inferences.

In the present scenario the entrepreneurs must apply their ideas by using technology only. If they do not do so, they may not be successful. Especially to use technology majourly should have digital knowledge, Digital Business environment and Digital Skills. Atleast these minimum knowledge must be required by the entrepreneurs. The following research questions may arise: i. Does Digital Knowledge for the entrepreneurs necessary? ii. Are Digital Skills perquisite to run the business enterprises? and iii. Will the entrepreneurs survive without digital knowledge particularly in the global complex environment?

3.1. Research Objectives

The main objectives of the present work are:

i. to aware the traditional entrepreneurship and digital entrepreneurship.
ii. to review the role and significance of entrepreneurship in developing the economy in developing countries.
iii. to identify the pillars of digital entrepreneurship.
iv. to evaluate the importance of digital knowledge to success of digital entrepreneurship
v. to understand the essential skills required by the entrepreneurs in digital entrepreneurship.
vi. to assess the impact of Digital Business Environment on the present day Businesses.
vii. to offer a package of suggestions for future prospects of digital entrepreneurship.

3.2. Data and Sampling

The present study was carried out by referring to descriptive and exploratory research designs since although digital entrepreneurship was much emphasized in the western part of the world and the south Asian part of the world, especially in India, has not been studied much. 278 usable responses were collected and analyzed for testing the proposed hypotheses from the conceptual model. Constructs were

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measured with standard measurement scales propounded by previous authors. The questionnaire was the survey instrument; therefore, the study is empirical by its nature. College-going students who are in the final year of the course and/or those who have passed their course recently and have started technology-based companies were the sample of the present study. The questionnaire was mailed to the preferred sample on their mail IDs which were collected from the concerned college database with prior permission.

A total of 2131 emails were sent to students with a request to fill the questionnaire purely on their willingness to participate in the survey, however, there was no obligation has been mandated. We have received 304 responses accounting for a 14 % rate of response. Finally, 278 responses were found suitable for the data analysis.

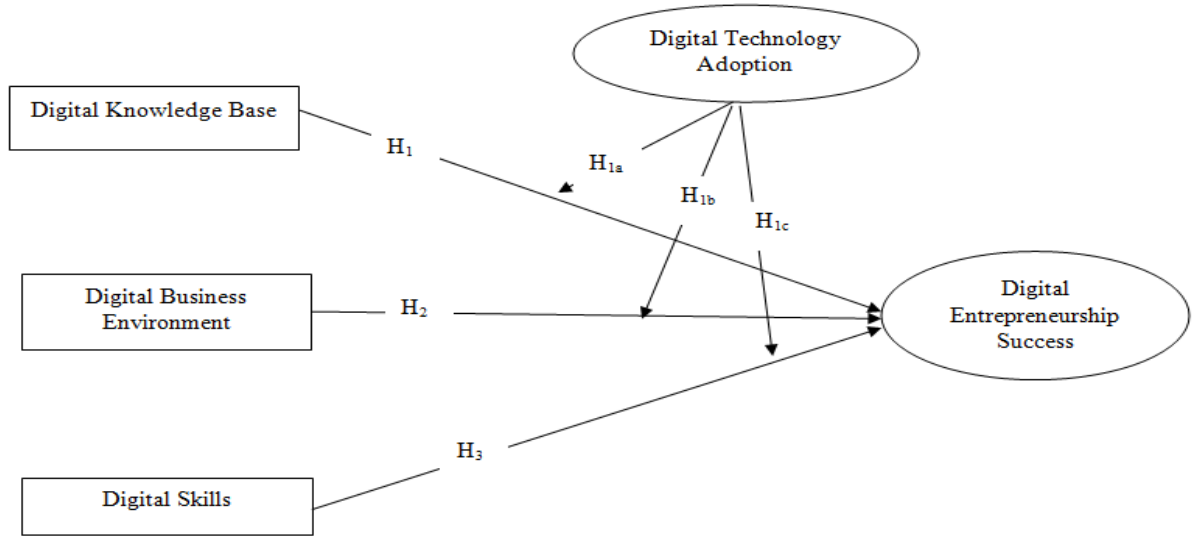
3.3. Measurements

Standard measurement scales were referred to and applied while preparing the survey instrument. Digital Knowledge base was measured using Digital Knowledge Base (Su & Contractor, 2011) scale, the digital business environment was measured using Digital Business Environment (Ukko, J., et., al, 2019) scale, the digital skill was measured using Digital Skill (Van Deursen., et., al, 2014) scale. Further, the success of digital entrepreneurship was measured using a nine item construct adopted from the work of Zahra (1996) scale, and the moderating variable (digital technology adoption) was measured using four item developed by Srinivasan, Lillien and Rangaswamy (2002) scale . All these scales were labeled with 5.0 rating scale. Lebel 1 indicates "Strongly Disagree"; label 2 indicates " Disagree"; label 3 indicates "Neither Agree nor Disagree" ' label 4 indicates " Agree"; label 5 indicates "Strongly Agree".
Based on the design the following research frame work has been developed.

3.4. Research Conceptual Model – A Design

The following research description has been done and so as to get meaningful inferences a few hypotheses have been framed and continued the study. Figure – 3 exhibits the research design and hypotheses relationships.

Figure – 3
Research Design and Hypotheses Relationship



Source: Authors Depiction

3.5. Research Hypotheses:

To evaluate and analyze the study, the following few hypotheses have been framed to get meaningful results.

i. *H_1: Digital Knowledge base of entrepreneur significantly influences the success of digital entrepreneurship.*
ii. *H_2: Digital Business Environment significantly influences the success of digital entrepreneurship.*
iii. *H_3: Digital Skills of entrepreneur significantly influence the success of digital entrepreneurship.*
iv. *H_{1a}: Relationship between digital knowledge base entrepreneur and the success of digital entrepreneurship significantly moderated by digital technology adoption.*
v. *H_{2a}: Relationship between digital business environment and the success of digital entrepreneurship significantly moderated by digital technology adoption.*
vi. *H_{3a}: Relationship between digital skills entrepreneur and the success of digital entrepreneurship significantly moderated by digital technology adoption.*

4. Analysis and Interpretation

The hypotheses have been tested by using appropriate statistical tools and measurements. The following are the tests results:

Table 1
Confirmatory Factor Analysis Measurements

Sl. No	Construct	Indicator	Factor Loading	Reliability coefficient Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
1	Digital Knowledge Base	DKB1	0.786	0.832	0.85	0.58
		DKB2	0.765			
		DKB3	0.712			
		DKB4	0.789			
2	Digital Business Environment	DBE1	0.712	0.794	0.84	0.56
		DBE2	0.783			
		DBE3	0.754			
		DBE4	0.755			
3	Digital Skills	DS1	0.856	0.854	0.87	0.70
		DS2	0.843			
		DS3	0.802			
4	Entrepreneurship Success	ES1	0.789	0.821	0.84	0.56
		ES2	0.734			
		ES3	0.721			
		ES4	0.745			
5	Digital Technology Adoption	DTA1	0.765	0.792	0.82	0.53
		DTA2	0.783			
		DTA3	0.789			

Source: Field Study

Discriminant validity was checked by the method of Fornell and Larcker (1981), according to this, if the factor square root of average variance extracted value is greater than the corresponding inter-factor correlation then discriminant validity is permitted. In the present study, the square root of average variance extracted for all the four constructs separately was found greater than the inter-factor correlation values (Table 1). In addition to these measurements, it is ascertained that there is no issue of multi-collinearity in the present study since all the construct's correlation value was calculated below 0.80. Higher correlation i.e., more than 0.80 could potentially generate an issue of multi-collinearity (Kennedy, 1979). Along with discriminant validity measures, descriptive statistics mean and standard deviation, zero-order inter-correlations were calculated. Average response of each construct (digital knowledge base: Mean=3.89 & SD=0.95; digital business environment: Mean= 3.92 & SD=1.01;

Table 2
Descriptive statistics and Discriminant Validity

	Mean	SD	Inter-Correlation				
			DKB	DBE	ES	ES	DTA
Digital Knowledge Base (DKB)	3.89	0.95	**0.76**				
Digital Business Environment (DBE)	3.92	1.01	0.13***	**0.75**			
Digital Skills (DS)	3.95	0.92	0.32***	0.16***	**0.83**		
Entrepreneurship Success (ES)	4.11	0.67	0.43***	0.21***	0.35***	**0.74**	
Digital Technology Adoption	3.87	0.99	0.32***	0.29***	0.17***	0.35***	**0.78**

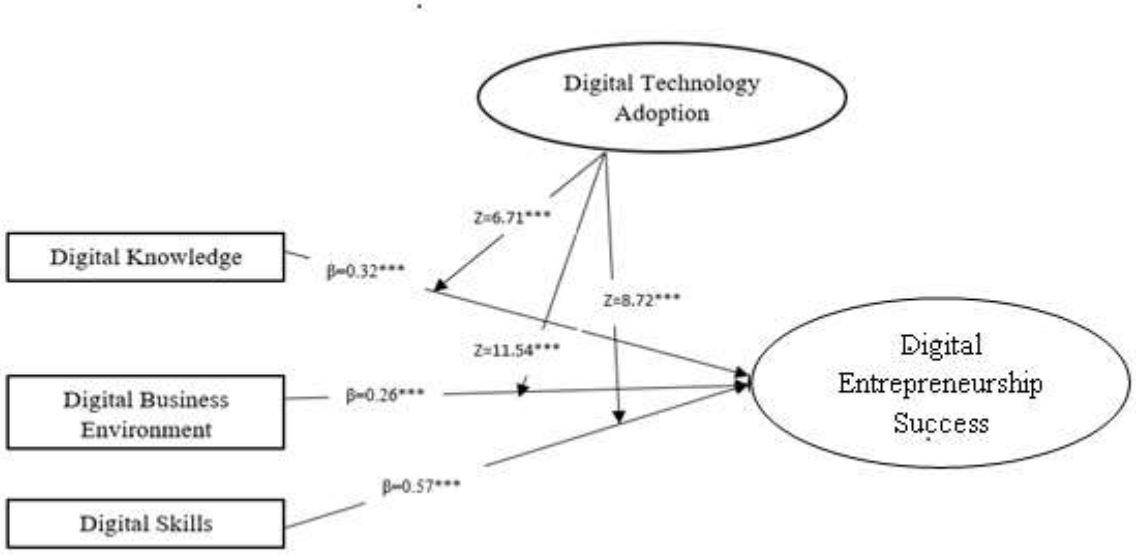
Note: **** indicate correlation coefficient is significant @ 1 percent level; Diagonal values represent square root of AVE

Digital skills: Mean=3.95 & SD=0.92; Entrepreneurship Success: Mean=4.11 & SD= 0.67; digital technology adoption: Mean=3.87 & SD=0.99) was found positively (See table 2) along with less dispersion rate (All standard deviations are less than or close to 1), further more zero order inter-correlation between the constructs was found positive (range of correlation coefficient was in between 0.13 to 0.43). To check common method bias, Harman's single factor score was run and the result of single factor with total variance of 34.56 percent in the present study proved that there is no common method bias exist. Confirmatory factor analysis model fit indices (χ^2 /df = 3.21 with p<0.000; Goodness of Fit Index (GFI)=0.945; Tucker-Lewis Fit Index (TLI) = 0.962; Normed Fit Index (NFI)= 0.932; Comparative Fit Index (CFI)= 0.968; Root Mean Square Error Approximation (RMSEA)=0.021) satisfies the recommended thresholds as per the criteria of Byrne, 1994; Hair et al., 2010; Marsh et al., 1996; Schreiber et al., 2006. It indicates that all the indicators of latent variables have got good explanatory power of their intended constructs in the study.

Using structural equation model because, "SEM allows not only simultaneous estimation of a measurement model that relates the items in each scale to the construct they represent but also a structural model that relates constructs to one another providing parameter values". We have tested the hypothesized model (Figure 1). SEM results show that digital knowledge base is significantly influence the

success of digital entrepreneurship since the path coefficient (β = 0.32; p=0.000 <0.05) which is statistically significant thus support our H_1 hypothesis while H_2 which was stated as *" Digital Business Environment significantly influences the success of digital entrepreneurship"* is found positively statistically significant from the result (β = 0.26 ; p=0.000<0.001). Finally statistical evidence from SEM test (β = 0.57; p=0.000 <0.001) confirmed that digital skills of the entrepreneur positively influence the success of the entrepreneurship thus supports the hypothesis H_3.

Figure – 4
Research Design and Hypotheses Analysis Relationship



Source: Authors Depiction

Moderation effect of Digital Technology Adoption

It is tested interaction effect of digital technology adoption on the path movements between digital knowledge base and digital entrepreneurship success, digital business environment and digital entrepreneurship success, and digital skills and digital entrepreneurship success. Digital technology adoption was measured with two categories one is "Yes" another one is " No". Following to Byrne, 2016 view, the authors applied multi-group analysis with moderator variable while testing the hypothesized model using structural equation model over Amos software since this way of analysing moderation effect of control variables also be possibly applied.

Table – 3
Group Comparisons

Factor Scores	Gender		
	Yes	No	Z –Score
DKB → ES	.51	.18	8.72***
DBE → ES	.42	.19	6.71***
DS → ES	.64	.33	11.54***

***p<0.001; **DKB**: Digital Knowledge Base; **DBE:** Digital Business Environment; **DS:** Digital Skills; **ES:** Entrepreneurship Success

Multigroup analysis performed with digital technology adoption as a moderator produced good model fit indices which was obtained at within in the recommended thresholds (χ^2 /df = 4.42, GFI= 0.945, TLI= 0.931, CFI=0.960, RMSEA=0.053) (Hair et al., 2009). It is found that the moderation effect of digital technology adoption on the path between digital knowledge base and entrepreneurship success statistically significant (Z score= 8.72; P < 0.001(0.000)); digital business environment and entrepreneurship success statistically significant (Z score= 6.71; P < 0.001(0.000)) and digital skills and entrepreneurship success statistically

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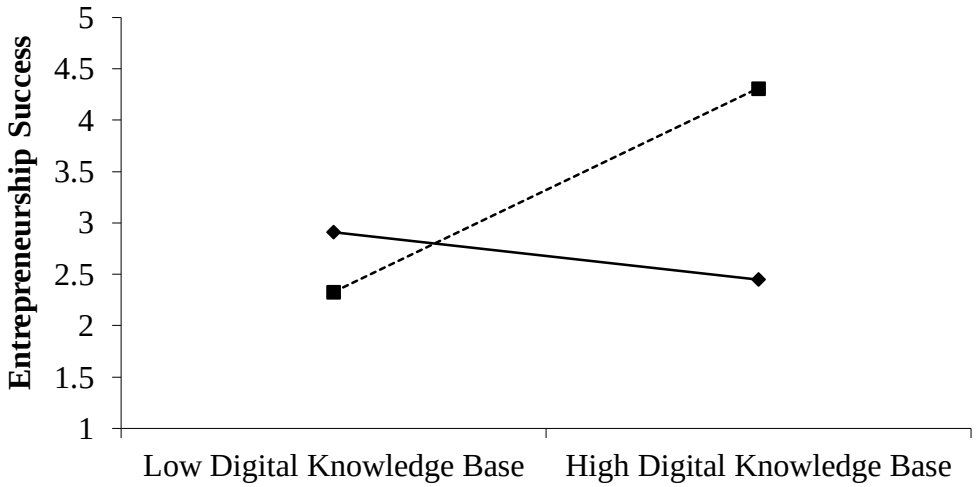
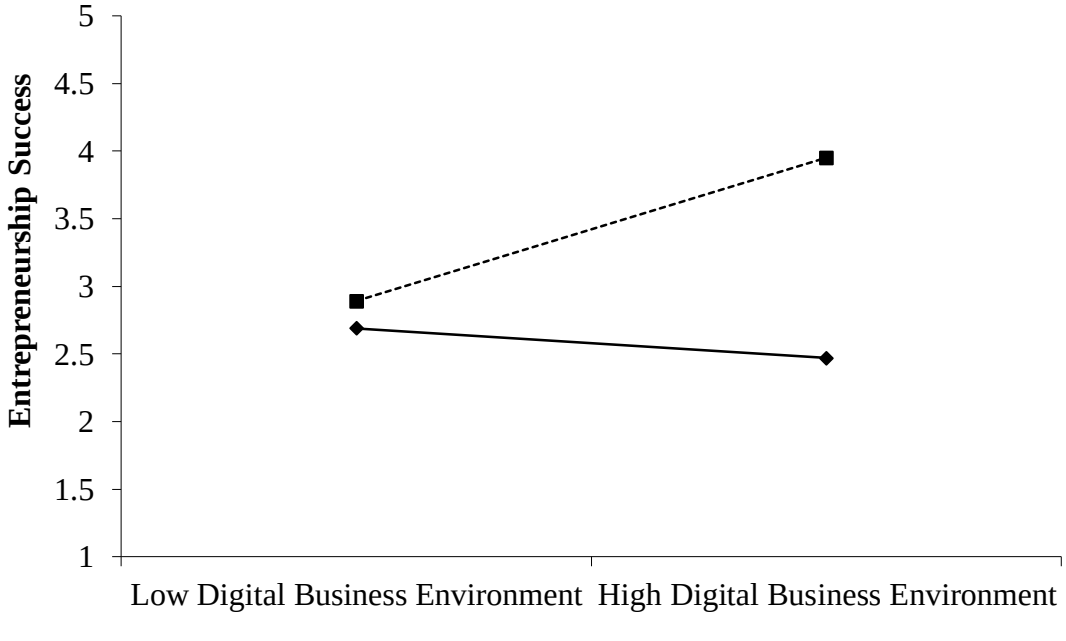
significant (Z score= 11.54; P < 0.001(0.000)). Thorough view on table 3 gives clarification of digital technology skills with digital technology adoption has more entrepreneurship success (Estimate=0.57; Z=11.54; p<0.001) than that of without digital technology adaption (table 3).

Figure – 5
Interaction between Digital Knowledge Base and Entrepreneurship Success



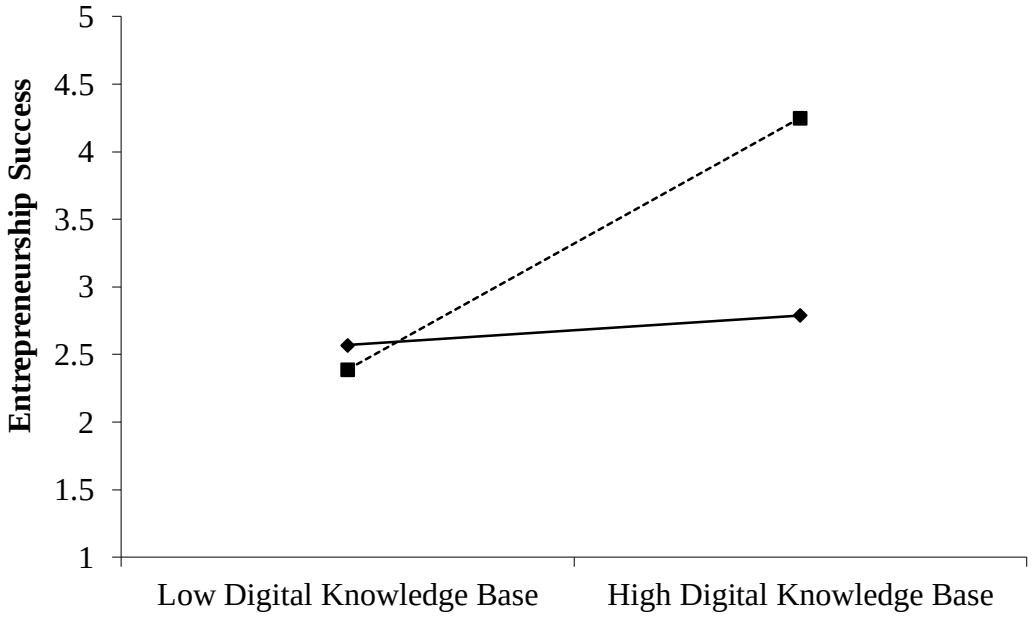
--------- **Higher Digital Technology;** **Lower Digital Technology**

Figure 6
Interaction between Digital Business Environment and Entrepreneurship Success



--------- **Higher Digital Technology;** **Lower Digital Technology**

Figure 7
Interaction between Digital Skills and Entrepreneurship Success



--------- Higher Digital Technology; Lower Digital Technology

4.1. Result Analysis of Hypotheses

The primary data collected from the respondents that has been analysed and portrayed in Table – 4.

Table 4
Hypotheses Results

Sl. No	Hypothesis	Supported/ Not Supported
1	*H_1: Digital Knowledge base entrepreneur significantly influences the success of digital entrepreneurship.*	Supported
2	*H_2: Digital Business Environment significantly influences the success of digital entrepreneurship.*	Supported
3	*H_3: Digital Skills entrepreneur significantly influence the success of digital entrepreneurship.*	Supported
4	*H_{1a}: Relationship between digital knowledge base entrepreneur and the success of digital entrepreneurship significantly moderated by digital technology adoption.*	Supported
5	*H_{2a}: Relationship between digital business environment and the success of digital entrepreneurship significantly moderated by digital technology adoption.*	Supported
6	*H_{3a}: Relationship between digital skills of entrepreneur and the*	Supported

	success of digital entrepreneurship significantly moderated by digital technology adoption.	

Source: Analysis results

5. Rationale of the Study and Challenges Ahead

The following a few set of points could be observed through the study which are Rationale to the Study:

i. Communicate to all customers / consumers at a time digital entrepreneurship is pre-requisite.
ii. To provide better and safe delivery of goods and services.
iii. To reduce cost of production as well as delivery.
iv. To save time in production processes of goods and services.
v. To improve operational efficiency and production of high quality goods and services.
vi. To attract the new talents, fostering the recognition of systems and awakening the interest of specialized professionals.
vii. Digital skills are key to success of entrepreneurship.
viii. For new firms, their branding and marketing digital entrepreneurship may be useful.

The majour challenge is scanty of incubation centres and digital administrations. Fundamental infrastructure, equipment to the network, content, the ICT frame work, to aptitude of shoppers and traders etc.,(Neetu Jalan et.all).

6. Implications

The following are the few implications observed from the study.

a) The study throws light on the awareness of the entrepreneurs on the challenges ahead and remedies for the challenges.
b) The Government has to conduct a programme on digital awareness to the entrepreneurs in general and to the public and particular on various innovative techniques.
c) Digital skills impact on business in different ways such as Artificial intelligence play a vital role in developing entrepreneurship in developing countries. In United States of America, this kind of system has been implemented during the covid period.
d) In hierarchy of business concern top level management should have to become role model to all for implementation of digital system in other similar business concerns.
e) The failure of the technology in developing countries is natural phenomena. But the management should search alternative to encounter such problem. They always touch with the current global market and bring the latest technology and alternatives to the business concerns etc.,

7. Limitations and Scope for Future Research:

The entire study is based on primary data only. This data were collected from the alumni of different institutes. The respondents have given their opinions based on their circumstances and limitations. Sometimes these may not be applicable to the entire country. Area to area technological problems may differ. After identifying the technological pillars of five, among them three pillars have been taken for the study purpose and rest of the two things have leftover. Especially, in developing countries technological problems are innumerable which have tobe resolved all those. The role of Information Communications Technology (ICT) has also not covered.

This study opens the door for future research such as micro level of studies must be required analytically on Digital Skills, Digital Business Environment and Digital Knowledge, Entrepreneurial Culture and Access to Finance aspects through start-up concerns. If the future researchers intend go on in-depth study on each one as a separate also gives fruitful results to the research treasure. Individual analytical studies on Information Communications Technology (ICT) related to entrepreneurship are dearth which is imperative to the entrepreneurs.

EPILOGUE

The success of the business totally depends upon the digital technology. If the country wants to improve its Growth Rate, National Income and Per Capita Income, it should depend on its entrepreneurship. In the present business scenario, the customers are expecting tailored made products / services. To fulfill entrepreneurs dreams digital entrepreneurship is mandatory. The existing entrepreneurship firms must convert their traditional entrepreneurship into digital entrepreneurship. Without converting to digital entrepreneurship, there is no place for the business whether they are Small, Medium and Large Scale industries. If entrepreneurs utilize digital technology which improves the quality of goods and services, so that the country's earnings capacity may be improved.

Digital entrepreneurship will never be 100 per cent secure, unwillingness to share personally identifiable information is a majour source of un-trust on online. Privacy regulations are increasingly complex. Millions of websites, mobile apps and billions of social media profiles are competing for consumer attention. These are also some more challenges ahead of digital entrepreneurship.

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