

The Durkheimian Social Division of Labor in Digital Entrepreneurship: An Analytical Study of Practices and Challenges

تقسيم العمل الاجتماعي الدوركايمي في ريادة الأعمال الرقمية-دراسة تحليلية في الممارسات والتحديات-

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Abstract :	Article info
<i>This article adopts an analytical and exploratory approach to examine the practices and challenges associated with the social division of labor, ethical values, and social pathologies in digital entrepreneurship. It investigates their influence on social dynamics and their implications for the characteristics of mechanical and organic solidarity within both digital and societal contexts. The study concludes that while digital entrepreneurship fosters skills and specialization as key practices, it also poses challenges by increasingly promoting individualism and social isolation.</i>	Received :30/09/2023 Accepted :08/12/2024
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يناقش المقال الحالي بأسلوب تحليلي استقصائي الممارسات والتحديات الفعلية لتقسيم العمل الاجتماعي والقيم الأخلاقية والأمراض الاجتماعية في ريادة الأعمال الرقمية بالبحث عن تأثيرها على الديناميات الاجتماعية ومآل تلك على سمات المجتمع العضوي والآلي في البيئة الرقمية والمجتمعية، وخلصنا إلى أن الريادة الرقمية تعزز أكثر الفردية والانعزالية كتحدٍ، والمهارة والتخصص كممارسة.	تاريخ الإرسال: 2023/09/30 تاريخ القبول: 2024/12/08
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❖ **Introduction:** the digital business world has witnessed a radical transformation in the division of social labour, as standards of interaction and cooperation have shifted to a virtual arena. Émile Durkheim's approach aims to explore these changes in the pattern of labour division and their impact on the behaviour of digital entrepreneurs. With this transformation, the importance of preferring Durkheimian moral values as a basis for guiding entrepreneurial activity in the context of social change and transformation becomes evident. Digital entrepreneurship can integrate the path of Durkheimian moral values in guiding behaviours and decision-making. These values represent a school of thought that directs the pattern of work and interaction among individuals as functional groups, contributing to building a healthy and positive interactive environment. Values such as integrity, cooperation, respect, and responsibility help achieve a balance between personal and collective goals.

When we talk about the path of moral values, certain challenges and pathologies begin to reveal themselves. In the realm of digital entrepreneurship, an imbalance in the division of social labour can result in negative social impacts. Internal conflicts and a lack of understanding among teams and individuals can infiltrate the entrepreneurial arena, affecting performance and innovation. Consequently, the endless pursuit of personal gains and individual superiority can harm the interests of the group and the project. Therefore, this study raises the following questions:

- What are the contexts of the Durkheimian division of labour in digital entrepreneurship?
- What are the Durkheimian pathological manifestations that result from the digital business environment?
- What are the possible explanations for social dynamics in the digital business environment?

■ **Value of the Research:** the division of labor's digital change poses a difficult and distinct issue for scholars and intellectuals. While there are many prospects for improving productivity, creativity, and communication with the digital transition, there are also concerns about how these changes may affect conventional social connections and professional identities. The evolution of the digital division of labor represents a departure from traditional roles and hierarchical structures in favor of models that incorporate interdisciplinary skills and improved cross-cultural collaboration. Social dynamics within communities and institutions may alter as a result of these social developments, which might have an impact on how people interact and communicate with one another. While the digital revolution may result in better distant cooperation and virtual communication, it may also give rise to worries about loneliness and the loss of in-person relationships.

Furthermore, changes in the geographic distribution of labor and lifestyle patterns may result from the digital transition. No matter where they live, people may work remotely and take part in entrepreneurial endeavors, which is changing the social and economic dynamics in both local and global communities.

■ **Aims of the Study:**

1. To obtain a deeper comprehension of social dynamics: Researching the allocation of social labor provides insight into the structure, functions, and relationships of organizations and communities. We can see how people divide up responsibilities and roles and how this affects cooperation and social integration.
2. To comprehend the effects of technology and digital transformations: Researching the division of labor helps one comprehend how community organization and operations in digital startups are affected by technology and digital transformations, as well as how to accomplish team member integration.
3. To support social and economic sustainability: In digital entrepreneurship, social and economic sustainability may be enhanced through efficient task distribution and a better match between labor demands and market demands.
4. To gain a better comprehension of social interaction: Researching the division of labor helps one gain a deeper comprehension of social interaction's nature and how it affects contemporary institutions and cultures, including the setting of digital entrepreneurship.

❖ **Description of Digital Entrepreneurship:**

- ***Rooting for the concept:***Özay and Kök (2022) said that the notion of digital entrepreneurship has arisen as a consequence of swift technological progress. Digital transformation uses digital technology to modify and enhance existing processes or systems. It is widely recognized as a pivotal factor in driving innovation, fostering economic growth, and addressing the issue of unemployment. Digital entrepreneurship exhibits distinct features compared to conventional entrepreneurship, encompassing the attributes of digital entrepreneurs, digital firms, digital entrepreneurship processes, and the accompanying advantages and disadvantages

As noted by Muafi, and al (2021), the field of digital entrepreneurship encompasses the creation of novel enterprises and the revitalization of established firms through the development of innovative digital

technologies or the exploration of novel applications for existing digital technologies. Additionally, the scope of this study encompasses initiatives that employ digital technologies and platforms to tackle the obstacles and complexities associated with cash flow management encountered by small and medium-sized enterprises (SMEs). Kasim and Yusof (2022) said that, for instance, one such initiative is the "Kongsi" platform, a digital point-of-sale platform that functions as a medium of exchange instead of physical currency.

Muafi and al. (2021) highlighted that digital technology has emerged as a significant economic and social phenomenon, transforming conventional business models, strategies, structures, and processes. Vinogradov and al (2021), said that The advent of the sharing economy has significantly changed how transactions are structured and executed among people, corporations, and institutions. There are a lot of chances to start new businesses and create possibilities in the digital sphere with digital entrepreneurship.

Digital entrepreneurship involves conceiving and overseeing novel ventures and enterprises by leveraging digital technologies and advancements. This entails leveraging digital technologies, including the internet, mobile apps, social media, artificial intelligence, big data analytics, and cloud computing, to effectively and creatively accomplish organizational goals and fulfill client requirements. Digital entrepreneurship is distinguished by its capacity to offer novel avenues for growth and expansion using innovative practices within the framework of the digital era economy. Start-up enterprises and small-scale organizations have the potential to utilize technological advancements to effectively engage with a broad demographic and generate a favorable influence on both the market and society.

Digital entrepreneurship, when examined via a sociological lens, offers valuable insights into the dynamics and implications of this emerging field.

Scholars have undertaken sociological investigations to examine the phenomenon of digital entrepreneurship and its ramifications on social networks, social engagement, and social capital. The following are a few significant findings and concepts derived from the field of sociology:

1. The Extensive Influence on Social Networks: According to Zhao, and al (2023), the advent of digital technology, including social media and digital platforms, has significantly hastened and broadened the scope of social networks to an unparalleled degree. The phenomenon above has profoundly influenced the processes and consequences of entrepreneurship, the enhanced connectedness and improved accessibility offered by digital

platforms have facilitated the expansion of entrepreneurs' outreach to a broader demographic and the establishment of novel linkages.

2. The Significance of Examining Various Social Relationships in Digital Entrepreneurship: Also according to Zhao and al. (2023) sociologists emphasize the study of various social relationships within the context of digital entrepreneurship. This entails analyzing the many social settings, both online and offline, that impact the growth and establishment of digital entrepreneurship. The researcher's objective is to gain insight into the influence of various social networks and social capital on the actions and consequences of digital entrepreneurship by prioritizing examining human connections and social interaction.

3. Diverse Innovations and the Sharing Economy: The sharing economy, which has been enabled by digital entrepreneurship, has significantly transformed how transactions are formed and executed between people, firms, and organizations. As noted by Vinogradov and al. (2021), The advent of the digital revolution has brought about significant transformations by implementing several advancements, including artificial intelligence, blockchain technology, and the Internet of Things, these advancements have resulted in the establishment of novel business models and prospects for entrepreneurs inside the digital domain.

4. The advancement of human capital. Muafi and al. (2021) explained that The advent of digital entrepreneurship poses a significant obstacle to cultivating human capital in the rapidly evolving digital technology landscape. Sociologists emphasize the imperative of ongoing human capital development to effectively respond to the transformations in business models, strategies, and structures that digital technology instigated. Digital entrepreneurship allows individuals to create and enhance initiatives and enterprises by utilizing emerging digital technology and applications

5. Cross-border Digital Entrepreneurship: Duan, and al (2021) explain that sociologists have also explored the concept of cross-border digital entrepreneurship, which includes entrepreneurs who rely on cross-border e-commerce platforms. These platforms play a role in the digital entrepreneurship ecosystem by connecting local and host environments and providing entrepreneurial capital. Understanding the dynamics of cross-border digital entrepreneurship can reveal the interconnection between digital environments and the opportunities they offer to entrepreneurs.

It appears that digital entrepreneurship is heading towards changing the general face of social life and its sub-systems. These sub-systems are more concerned with the movement of money and its concentration

around the world. The future trajectory will gradually link all social existence to advanced technology, thereby forming worlds with principles and beliefs that differ from the usual and familiar. This trajectory will inevitably be subjected to conflicting values that may converge and meet at the point of human-social consciousness. Consequently, it will encounter a value system, behavioral directions, and interactive processes that will reshape the dynamics of entrepreneurship.

■ **Comparison between the Economists' and Sociologists' Perspectives on Digital Entrepreneurship:**

✓ **Economists' Perspective on Digital Entrepreneurship:** According to Özay and Kök (2022):

- Economists view digital entrepreneurship as a market-driven process toward equilibrium.
- They emphasize the role of entrepreneurship in resource allocation and the importance of bearing uncertainty.
- Digital entrepreneurship is considered a fundamental driver of innovation, economic prosperity, and addressing unemployment.
- They focus on the differences between digital entrepreneurship and traditional entrepreneurship, including the characteristics of digital entrepreneurs, digital firms, digital entrepreneurial processes, and the relative advantages and disadvantages of digital entrepreneurship.

✓ **Sociologists' Perspective on Digital Entrepreneurship** According to Zhao and al. (2023):

- Sociologists focus on the impact of digital technology on social networks and social interaction in entrepreneurship.
- They study the mixed relationships between networks and the role of social interaction in developing digital entrepreneurship.
- Sociologists are interested in the transformative impact of digital technology on entrepreneurial processes and outcomes.
- They explore the role of social networks and social capital in digital entrepreneurship.

Thus, the differences between the perspectives of economists and sociologists can be complementary if combined, especially when focusing on the process of balance and the network of interaction. Uncertainty in resource distribution and the movement of social capital, with trust as its main foundation, innovation, and prosperity lead to social well-being,

which addresses unemployment and enhances the social mobility and dynamism of groups. This, in turn, drives new social processes that can accommodate all differences.

❖ **Émile Durkheim's Division of Labor:**Émile Durkheim (1893), in his foundational work *The Division of Labor in Society*, presents the concept of the division of labor as a key organizing principle within society. He argues that as societies evolve and become more complex, professional groups assume increasingly specialized roles within specific sectors. This specialization, according to Durkheim, not only enhances functional efficiency but also fosters social integration by creating interdependence among individuals and social groups.

Building on this perspective, Hausner (2019) notes that Durkheim regarded the division of labor not merely as a characteristic of advanced civilizations but as a fundamental component of social interaction and the operation of collective life.

Durkheim's ideas on the division of labor have had a profound and enduring impact on sociology, remaining central to scholarly inquiry and debate. For instance, Simpson (1960) explores the complex relationship between social structure, individual autonomy, and social cohesion in modern societies marked by intricate divisions of labor.

The notion of the division of labor has transformed since the era of Durkheim, and the subsequent discussion highlights some aspects of its evolution.

Durkheim saw the division of labor as a mechanism for effectively structuring complex societies, wherein specialized occupational groups do distinct duties within various sectors. In contemporary times, the utilization of the division of labor persists as a prevailing notion, encompassing not just its traditional application but also the division of labor inside organizational structures and even within individual job roles.

Durkheim posited that the division of labor was an essential element of social interaction and the operational dynamics of social collectives. In contemporary times, sociologists persist in examining the division of labor as a mechanism for comprehending the functioning of societies and organizations. Additionally, they undertake an analysis of its repercussions on individuals and collectives.

Dobbin (2021) highlighted that Durkheim emphasized the notion that the division of labor is a distinguishing feature of more developed civilizations. Contemporary sociologists acknowledge the presence of the division of labor across many cultures, while concurrently acknowledging that the characteristics of this division are contingent upon the specific society and historical epoch.

Durkheim's conceptualizations on the division of labor were later expanded and enriched by other prominent sociologists, such as Karl Marx and Axel Honneth.

This concept has been explored from various perspectives, including its relevance to class conflict and the importance of mutual recognition within modern communities.

The division of work has been extended to several domains of societal existence, including the division of labor based on gender. According to Théry (2003), Marcel Mauss, a prominent French sociologist and anthropologist who was a contemporary of Durkheim, employed the theoretical framework of "division of labor by gender" to elucidate the structural arrangement of gender roles across many countries

- **The conceptual framework developed by Emile Durkheim:**which categorizes societies into mechanical and organic forms based on variations in adaption and social structure among individuals within an organization, may be effectively employed and comprehended within the contemporary setting of the digital entrepreneurial age. This separation demarcates the distinction between mechanical and organic ecosystems.

The contemporary relevance of Durkheim's notion of the social division of labor has been affirmed by several scholarly studies, including those undertaken by (Comesaña-Comesaña, and al , 2022; Shkalenko, Konstantinov and Nazarov, 2021) This analysis highlights the differentiation between societies that exhibit mechanical and organic solidarity, demonstrating how individuals within both communities adjust and engage with a dynamic digital environment.

✓ ***Mechanical Society:***In a mechanical society, individual adaptation and integration are linked to similarity and uniformity. This type of society is characterized by strong conditioning of members to shared social values and expectations. Control and regulation are high, and repetition in social behaviours and customs is common. Individuals in a mechanical society are similar in their roles and functions, with their duties precisely defined by traditions and laws. Collective identity overshadows individual identity, where individuals are encouraged to relinquish their individuality for the sake of the common good, leading to the creation of a relatively homogeneous society. The social system relies on a set of strict rules governing individual and collective behaviour, resulting in a high degree of predictability and stability in social interactions. Merton said that in a mechanical society, social roles are clearly defined, with clear expectations for each individual based on their status. This reduces conflicts and competition over social roles but may also limit opportunities for social mobility and individual innovation. Change in this society is slow and resistant, with stability and continuity viewed as core values. While a mechanical society may provide a high degree of security and stability for its members, it may face challenges in areas of creativity, innovation, and intellectual diversity. For example, in companies like Tesla and Space X, the

division of mechanical social labour focuses on assigning specific roles to engineers and technical teams. Each individual works on a particular part of the project, such as software development or component design, with the primary focus on achieving technical and engineering goals. The benefits of establishing an automated community within the realm of digital entrepreneurship:

1. **Expansiveness:** Lima and al (2014) explained that building an automatic society efficiently allows for the expansion of community size. Digital tools and technology can handle large numbers of community members and facilitate widespread communication and participation. To enhance expansive social dynamics in digital entrepreneurship from Durkheim's perspective, we can consider real-world examples. For instance, promoting organic solidarity is exemplified by platforms like GitHub, which enable programmers to collaborate globally on open-source software projects. Additionally, facilitating social integration through virtual communities, such as Indie Hackers, provides a platform for independent entrepreneurs to share experiences and support each other. Developing shared rules and standards, as seen in initiatives like Tech Ethics for AI, contributes to creating an ethical framework for the industry. Enhancing a sense of belonging through programs like Airbnb Superhost increases user loyalty. Finally, facilitating economic exchange through digital marketplaces such as Etsy enhances social and economic interconnectedness on a global scale. Together, these strategies contribute to creating a cohesive and interconnected digital environment that supports growth and expansion in digital entrepreneurship

2. **Time efficiency:** According to Durkheim's perspective on the division of social labour, time dynamics can be efficiently achieved in digital entrepreneurship through several strategies. Durkheim emphasizes the importance of precise specialization to increase efficiency, which is evident in companies like Zapier, which specializes in automating tasks between applications. He also notes that specialization leads to mutual dependence, as seen in the Upwork model, which connects freelance specialists with business owners.

Although Durkheim did not directly address technology, his theory supports the use of tools to enhance efficiency, as demonstrated by Buffer, which developed tools for automating social media posting. He also underscores the importance of effective coordination in complex societies, represented by platforms like Asana with its project management tools.

Durkheim's theory supports the idea of work flexibility and adaptation to changing conditions, as reflected in GitLab's remote work model. It also emphasizes the importance of knowledge exchange within specialized communities, which is facilitated by platforms like Stack Overflow for rapid problem-solving.

3. consistency: Building an automatic community ensures consistency in community participation. Pre-scheduled content and automated responses can provide a consistent experience for community members, even when the entrepreneur is not actively present. Here are some examples of digital platforms that exhibit consistency:

- **Shopify for E-commerce:** Shopify embodies the concept of consistency by providing a unified system for managing online stores. Consistency is reflected in:

- A unified user interface for all store owners.
- A standardized payment system that ensures a consistent purchasing experience for customers.
- Regular updates to the platform that ensure ongoing performance and security for all users.

This consistency mirrors Durkheim's vision of specialization and division of labour, where Shopify provides the technical infrastructure while store owners focus on managing their businesses.

- **Uber for Ride-Sharing:** Uber demonstrates consistency according to Durkheim's social division of labour by organizing and managing the platform, while drivers focus on providing transportation services. This is achieved through:

- A unified app for drivers and riders worldwide.
- A dynamic pricing system that operates uniformly across cities.
- Standardized service criteria that ensure a consistent experience for riders.

- **Stripe for Electronic Payments:** Stripe achieves consistency in payment processing, allowing other businesses to focus on their core activities. This is accomplished through:

- A unified API for all developers.
- Consistent security and data protection standards for all transactions.

- A standardized payment experience for end-users across various sites and applications.

4. Utilizing Data-Driven Insights: Establishing an automated community frequently necessitates using analytics tools and data tracking mechanisms. These technologies can offer significant information about community involvement, member behavior, and preferences. Consequently, entrepreneurs may utilize these insights to make data-based decisions, enhancing their community strategy.

5. Enhancing Accessibility and Expanding Reach: Establishing an automated community may facilitate businesses in effectively engaging with a broader spectrum of individuals. Digital platforms and automated management tools enable communication with persons residing in diverse geographical areas and time zones, therefore enhancing the reach and accessibility of their community.

6. Synergistic Integration with Other Digital Marketing Endeavors: according to Sicilia, and Palazón (2023), Establishing an automated community may seamlessly combine a with other digital marketing endeavors, including email marketing and social media campaigns. Integrating many communication channels enables a cohesive and harmonized strategy for engaging with the intended audience and endorsing the entrepreneur's offerings

- ✓ **Organic Society:** In an organic society, as explained by Bejjani and al(2023), individual adaptation and integration are linked to the diversity of roles, specializations, and reliance on the fit and integration of their functions. Diversity, change, and continuous adaptation to evolving requirements and challenges prevail in an organic society. Belonging and social interaction are more flexible and freer, with members of the society collaborating to achieve shared goals. To promote innovation and accelerate the growth of startups, this model is characterized by dynamism and flexibility, allowing for a smooth exchange of ideas and resources, and contributing to the development of innovative solutions to technical and business challenges. Sicilia, and Palazón (2023) highlighted that the studies indicate that organic communities in digital entrepreneurship play a pivotal role in accelerating innovation and increasing the success rates of startups .By providing a supportive environment and a network of strong relationships, these communities help entrepreneurs overcome initial obstacles and achieve rapid growth. The success of the organic community relies on several key factors, including:

1. Diversity of Experience and Skills: Szemző and al,(2022) see that the diversity of community members enriches knowledge exchange and generates creative ideas

2. Collaborative Culture: A culture of collaboration and sharing, as highlighted by Shehzad and al (2021), fosters innovation and encourages resource exchange among community members.

3. Technological Infrastructure: According to Fabińska, (2023) digital platforms and modern technological tools provide a strong foundation for communication and information exchange among community member.

4. Continuous Learning: As noted by Al-Khasawneh and al (2023), emphasis on continuous learning and experience sharing is a crucial factor in the growth and development of the organic community

A study by Paliwal and al (2023) showed that startups belonging to organic communities in digital entrepreneurship enjoy 30% higher growth rates compared to companies operating independently. The study also noted that these communities contribute to reducing time-to-market by up to 40% for new products and services. At Facebook, the organic social division represents the uniqueness of the company culture and encourages collaboration and interaction between teams. Employees are encouraged to participate in open discussions and contribute their ideas to the decision-making process, regardless of their primary roles. Establishing an organic community in the realm of digital entrepreneurship may yield several benefits, such as:

1. Credibility: Building an organic community allows entrepreneurs to adopt a more genuine and personal approach to community engagement. Entrepreneurs can forge real relationships with community members, leading to greater trust and loyalty. Brown et al. note that credibility in organic communities is reflected through several aspects as:

-Transparency in Communication: Entrepreneurs are encouraged to openly share their experiences and challenges, creating an environment of mutual trust.

-Consistency in performance—through adherence to promises and commitments—enhances trust among community members and in their leadership.

- Personal Interaction: Face-to-face meetings and personal communication contribute to deeper and more genuine relationships among community members.

A study by Al-Khasawneh and al (2023) revealed that organic communities with high levels of credibility achieve 40% higher growth rates compared to communities lacking this feature. The study also indicated that mutual trust among community members leads to a 60% increase in cooperation and resource exchange.

2. Flexibility: As explained by Szemző and al,(2022) Building an organic community allows for greater flexibility in managing the community. Entrepreneurs can adapt their community engagement approaches based on the needs and preferences of community members, rather than relying on predetermined tools. Flexibility enables a variety of participation methods in the digital community, allowing members to choose the level and type of their involvement according to their needs, leading to more diverse and inclusive social dynamics. Additionally, flexibility encourages experimentation with new ideas and practices within the community, allowing for the emergence of new forms of interaction and social organization, which in turn leads to continuous evolution in social dynamics. Flexibility also enables community leaders to adjust strategies based on ongoing feedback, allowing for more effective responses to members' changing needs. This impacts social dynamics by enhancing satisfaction and engagement. Furthermore, flexibility facilitates collaboration and sharing, allowing for easier formation of temporary teams and alliances and promoting cooperation among members with diverse interests, leading to more complex and interconnected social dynamics. Additionally, flexibility allows for adjustments in the community's organizational structures as needed, enabling easier changes to roles and responsibilities. This affects social dynamics by altering power and influence relationships. Finally, flexibility fosters a sense of belonging by allowing members to contribute to shaping the community, enhancing feelings of ownership and attachment, and thereby impacting social dynamics by increasing commitment and active participation.

3. Community Ownership: Building an organic digital community enhances a sense of community ownership in several significant ways. It allows members to actively participate in decision-making related to the community's development and management, which reinforces their feeling of being an integral part of it. Members can also personalize their experience within the community and choose how they interact and engage.

This type of community encourages members to create their own content and launch initiatives, boosting their sense of being active contributors. It also provides mechanisms for appreciating and recognizing members' contributions, increasing their attachment to the community.

Members can influence the direction of the community's development through their participation and opinions, and it facilitates the formation of deep relationships among them. It allows them to flexibly change their roles and responsibilities and promotes transparency in management.

Finally, the organic community offers opportunities for continuous learning and personal growth, making members feel that they are evolving along with the community. All these factors contribute to strengthening members' sense of ownership and belonging.

4. The cultivation of an organic community has the potential to foster creativity and spur innovation. Entrepreneurs can interact with the community through various techniques, allowing them to foster a culture of creativity and innovation within the said community.

5. Establishing an organic community facilitates enhanced customization of community interaction. Entrepreneurs can adapt their strategies to cater to each community member's unique needs and preferences, therefore offering a personalized and tailored experience.

6. Establishing Long-Term Engagement: Cultivating an organic community can foster enduring engagement and loyalty among its members. Entrepreneurs who allocate time and exert effort toward developing relationships with others within the community are more inclined to sustain these connections over an extended duration.

Establishing an organic community in the digital business realm has many benefits, including factors such as legitimacy, flexibility, community ownership, innovation, personalization, and sustained involvement over an extended period. Nevertheless, this methodology necessitates increased levels of interpersonal connection and authentic participation with people in the community, resulting in additional time and resources.

- **Comparing Durkheimian Theory to Digital Entrepreneurship:** Based on the classification above, several elements that resemble the realm of digital entrepreneurship may be discerned as per Durkheim's conceptual framework.

✓ ***The Role of Digital Entrepreneurship in a Mechanized Society:***

Startups and digital entrepreneurs in a mechanized society may exhibit a significant convergence of objectives and shared values. - The digital business market in such a society may be subject to stringent legal frameworks and regulatory measures. In a digitally driven and mechanized society, the prevalence of likeness and resemblance among individuals is likely to be heightened due to the pervasive influence of digital technology, the increasing prevalence of automation trends, and technological advancements. Technological improvements have the potential to foster convergence of social, cultural, and economic characteristics among

persons inside the digital mechanical society, manifesting through the following mechanisms:

1. Using comparable digital technology can result in individuals using the same programs, platforms, and intelligent gadgets, hence fostering uniformity in user experience and engagement with technology.
2. The Formation of Digital Social Groups and Networks: Individuals can come together in digital spaces based on shared digital values, habits, and interests.
3. Dependence on Comparable Business Models: Digital entrepreneurs may rely on comparable business models in developing their ideas and attaining success, resulting in a convergence of thinking and operational approaches.
4. The leading to a convergence of data analysis and decision-making processes.
5. Prevalent Economic Models: Individuals inside the digital economy often engage in comparable economic models, such as subscriptions and e-commerce, resulting in parallel consumption patterns and involvement with the digital economy.

✓ ***Digital Entrepreneurship in the Organic Society***: The Organic Community in Digital Entrepreneurship, According to Durkheim's Concept, is characterized by interconnectedness and integration among various parties and functions, with a high degree of specialization and mutual dependence. In the context of digital entrepreneurship, this concept is reflected in several key aspects.

First, as highlighted by Salesforce (2023), functional specialization is evident as digital platforms specialize in providing technical infrastructure, while developers focus on creating applications and software solutions. Digital marketers specialize in attracting and engaging customers, while analysts analyze data and provide business insights. An example is the Salesforce ecosystem, where companies specialize in various areas such as application development, integration, training, and consulting.

Second, Kumar and al (2021) explained that mutual dependence is highlighted as startups rely on cloud platforms like AWS or Google Cloud, and independent developers depend on platforms like Upwork to reach clients. Companies also depend on analytical tools like Google Analytics to understand user behaviour. For instance, an e-commerce startup might rely on Shopify for the store, Stripe for payments, and Mailchimp for email marketing.

Third, Brioschi and al (2021) noted that functional integration is facilitated by APIs and integrations that allow seamless connections between different services and applications. Project management platforms like Asana bring various roles together in one place. An example is the Zapier platform, which enables integration among hundreds of different applications, creating a cohesive ecosystem. The harmony and integration between digital business companies and other institutions in the organic community help achieve collaboration and sustainable development.

Fourth, organic solidarity is fostered as professional online communities like Stack Overflow promote collaboration and knowledge exchange. Partnership programs and alliances between digital companies create valuable interconnected networks. For instance, the Microsoft Partner Program creates an ecosystem of specialized companies that collaborate to provide integrated solutions.

Finally, dynamic adaptation is clearly evident as startups rapidly adjust to technological changes, and digital platforms continuously evolve their services to meet user needs. A clear example of this adaptability is Facebook's transformation from a basic social network into a comprehensive ecosystem encompassing e-commerce, advertising, and virtual reality.

"These aspects together form the organic community in digital entrepreneurship. They reflect Durkheim's vision of modern society, where each part increasingly relies on the others, creating a new type of social solidarity. In this digital context, we see how companies, individuals, and technologies intertwine in complex and integrated ways."

It is worth noting that this approach might simplify the complex reality of digital business, and there may be other influential factors that define the social division of labour in the digital business market. However, Durkheim's division can serve as a framework for understanding some potential social aspects of digital business.

▪ ***Ethical Values According to Durkheim and Their Fate in Digital Entrepreneurship:***

✓ ***Ethical Values in Émile Durkheim's Thought:***Émile Durkheim, a renowned sociologist and philosopher, gained prominence for his significant contributions to social science and moral philosophy. Although explicit evidence is scarce on Émile Durkheim's ethical ideals, his scholarly contributions offer vital insights into his perspectives on ethics and the social structure. According to the standpoint of Émile Durkheim:

1. Consensus and Harmony: Durkheim emphasized the significance of consensus, harmony, and equilibrium within society. According to

Wandi, Afnita and Hefni (2018), the individual believed that preserving social order necessitates the establishment of uniformity and cultural principles that are directed toward safeguarding the cohesion of society. These values differ from one community to another, but there are some common values found in

The community encourages its members to work together and help each other. An example in Arab communities is the concept of "fazaa" or nobility, where people rush to assist each other in times of need.

- Respect for Elders: Valuing the experience and wisdom of elders helps maintain cohesion between generations.
- Honesty and Integrity: Promoting these values helps build trust among community members, facilitating social and economic interactions.
- Respect for Law and Order: Encouraging individuals to follow laws and regulations helps maintain social stability.
- Tolerance and Acceptance of Others: Especially in diverse communities, this fosters peaceful coexistence among different groups.
- Preservation of Traditions and Heritage: Helps maintain the cultural identity of the community and strengthens the sense of belonging.
- Hard Work and Diligence: Encouraging these values contributes to the community's development and economic prosperity.

2. According to Durkheim, society is seen as the focal point of moral existence, serving as the environment in which ethical principles and virtues are nurtured (Mentioned in: Pavlyshyn, Voronkova, Yakutina and Tesleva, 2019). The individual acknowledged the significance of education in molding individuals with moral values and fostering a cohesive societal structure.

Durkheim espoused the notion of autonomy of the will and the ethical judgments' independence. The speaker underscored the need for ethical decision-making not exclusively influenced by sensory preferences or performance interests.

Durkheim questioned the notion of ethical norms that can be uniformly applied and advocated for the distinctive and innovative characteristics of moral values. Émile Durkheim's primary scholarly emphasis revolved around social solidarity and collective social ideals as integral components in his elucidation of societal equilibrium and cohesion. The individual stated that shared societal principles facilitate effective interpersonal exchange and cohesion, cultivating a sense of collective unity. This perspective allows for an understanding of how Durkheim's

method helps the advancement of ethical ideals and solidarity within digital entrepreneurship. The adherence to core principles and the efficient allocation of tasks can result in heightened achievement and a beneficial influence on the broader community.

✓ **The Future of Ethical Values in Digital Entrepreneurship:**Examining the future trajectory of ethical values in digital entrepreneurship requires a thorough and complete investigation of several interrelated aspects. While the research findings do not give a definitive response to this inquiry, they provide valuable insights on the significance of ethical values in entrepreneurship and the potential methods for cultivating these values in individuals. The following are a few salient considerations about the prospective trajectory of ethical principles within the realm of digital entrepreneurship:

1.Ilin and Sizova (2020) have shown that the ethical values of entrepreneurs contribute to economic development and affect institutional interactions at small, medium, and large levels. Therefore, it is important to instil ethical values in individuals aspiring to become entrepreneurs. Transparency and integrity stand out as core values, exemplified by Patagonia, an outdoor clothing company. Patagonia is known for its transparency regarding its supply chain and environmental impact. In 2019, the company made a bold decision to reject adding corporate logos to its products, preferring to forgo profits rather than compromise its environmental values.

Social responsibility is evident in TOMS Shoes' model, where the company donates a pair of shoes to a child in need for every pair sold. This 'one-for-one' model has impacted the entire industry and inspired other companies to adopt a similar approach.

Responsible innovation, such as mentioned by Musk (2014), is demonstrated in Tesla's approach. In 2014, the company announced that it would not sue any entity using its patents "in good faith" to develop electric vehicles, which boosted innovation in the field

Justice and equality were embodied in Salesforce's 2015 initiative, where the company conducted a comprehensive review of employee salaries to ensure gender pay equality. The company invested millions of dollars to correct pay gaps, positively impacting the industry as a whole.

Al-Khasawneh and al (2023)noted that the environmental sustainability is highlighted by Interface Carpets' commitment to

achieving a zero environmental footprint by 2020. This unprecedented commitment significantly impacted the manufacturing industry.

Values of inclusivity and diversity are reflected in Airbnb's response to criticism regarding discrimination on its platform. In 2016, the company launched a comprehensive non-discrimination policy and developed programs to increase diversity among its hosts and users.

2.Education and Training: As highlighted by Rezinkina and Panova (2023) the primary objective of contemporary education is to cultivate professionals who are not just driven by financial gain but also possess a sense of social and civic duty, with the ultimate goal of enhancing the regional economy. Therefore, it is imperative to include a guidance system inside the educational process that directs students toward the socially meaningful aspects of their future endeavors. This system should also utilize contemporary resources like digital tools to give appropriate context.

3.Corporate Ethical Endeavors: Salmon, (2009) explains that prominent firms have been actively advocating for a set of values and principles widely recognized as ethical. The study has uncovered the many manifestations of employee commitment towards the intended organizational ideals in conjunction with the existing administrative mechanisms.

For example, Unilever launched its "Sustainable Living Plan" to double its business while reducing its environmental footprint and enhancing its positive social impact. This initiative illustrates an ethical commitment that extends beyond the pursuit of profit. Studies have highlighted the different forms of commitment employees demonstrate toward such proposed values, along with the often burdensome nature of implementing these managerial actions. Nevertheless, translating these values into practice presents real challenges. Research has shown disparities in employees' commitment levels to these values. A notable example is the case of Enron, where a significant disconnect existed between the company's stated values and its actual practices.

Enron is a stark example of the discrepancy between declared values and actual practices in the business world. This discrepancy was a major factor in the company's collapse, which is considered one of the largest financial scandals in American history.

Enron's Declared Values:

- Integrity: Enron claimed to adhere to the highest standards of integrity in all its dealings.
- Respect: The company emphasized respecting the rights and dignity of all individuals.
- Communication: Enron claimed to believe in open and honest communication.
- Excellence: The company promoted a culture of excellence and high performance.

Actual Practices:

- Sims and Brinkmann (2003) cited Financial Fraud: The company inflated its profits and concealed its debts through fraudulent accounting and fake companies
- Greed Culture: Senior management encouraged a culture overly focused on short-term profits, even at the expense of ethics.
- Market Manipulation: Enron was involved in manipulating energy markets in California, leading to artificially high electricity prices.
- Conflict of Interest: The company allowed executives to personally benefit from deals that harmed shareholder interests.
- Suppressing Dissent: Swartz and Watkins (2003) noted that employees who tried to raise concerns about unethical practices were marginalized or dismissed
- Deceiving Auditors and Investors: The company misled external auditors and investors about its true financial condition.

4. The Influence of Personal Values on Employee Happiness in the Workplace: The personal values held by entrepreneurs positively impact the overall happiness of employees inside the organizational setting. Hence, it is vital to ascertain the individual values held by entrepreneurs and employ them as a framework for overseeing the organization.

▪ **Concept of Social Pathologies in Émile Durkheim's Theory and Their Expression in the Context of Digital Entrepreneurship:**

- ✓ **Concept of Social Pathologies in the Works of Émile Durkheim:** Anomie is a concept that represents a social phenomenon characterized by the lack of established social standards or a breakdown of values and social regulations, as outlined by Durkheim (Mentioned in:

Khodadadi and Shabanirad, 2015; Serpa and Ferreira, 2018). The lack of social integration and control can result in adverse outcomes for individuals and society. Anomie may be seen as a sociological phenomenon characterized by the breakdown of the social fabric, hence leading to the aggravation of health and well-being issues, encompassing:

The impact of anomie on mental health can be harmful. When individuals see a disconnection from prevailing social norms and a deficiency in their sense of affiliation and purpose, they may encounter emotions of alienation, anxiety, and sadness. The aforementioned mental health conditions might be regarded as social ailments that emerge due to social integration and control deterioration.

- Deviant conduct: Durkheim's theoretical framework underscores the role of anomie in precipitating deviant behavior, wherein people may resort to unconventional methods to pursue their objectives and aspirations in the absence or decline of established social standards (mentioned in: Khodadadi and Shabanirad, 2015; Serpa and Ferreira, 2018). Deviant conduct, encompassing drug use, criminal engagement, and dangerous behaviors, can be regarded as social disorders arising from erasing societal norms and values.

- Influence on physical well-being: Anomie can also impact an individual's physical health. The erosion of social integration and regulation can give rise to many negative consequences, such as heightened stress levels, adoption of unhealthy coping strategies, and a shortage of social support, exacerbating physical health issues. For instance, individuals confronted with anomie may exhibit detrimental behaviors, such as inadequate dietary habits, insufficient physical activity, or disregard for preventative healthcare measures, heightening their susceptibility to bodily ailments.

In brief, the correlation between social ailments and Durkheim's notion of anomie resides in comprehending that the erosion of social cohesion and control might give rise to diverse adverse health consequences, encompassing both psychological and physiological well-being. Anomie can be seen as a sociological phenomenon with inherent pathological implications, capable of fostering the development of other sociopathology's, including deviant conduct and physical health complications.

In summary, the relationship between social diseases and Durkheim's concept of anomie, if we consider it a social disease in itself, lies in understanding that the disintegration of social integration and organization can contribute to various negative health outcomes, both

mental and physical. This also leads to the emergence of other social diseases, such as deviant behavior.

✓ **The Impact of Social Pathologies on Digital Entrepreneurship:**

Expanding upon the preceding discourse, it is possible to deduce specific conceivable categories of social ailments that could bear relevance within the domain of digital entrepreneurship, drawing from the investigations conducted by (Foncubierta-Rodríguez, 2021; Ruzinkina, 2018):

1.Deviation and Dependence: As proposed by Émile Durkheim, deviation pertains to a condition characterized by the absence of established social values and standards. Within the domain of digital entrepreneurship, the fast pace of technical advancements coupled with the absence of well-defined ethical frameworks can engender sentiments of seclusion and reliance among entrepreneurs and their workforce. The lack of well-defined limits and moral norms can give rise to a sense of aimlessness and uncertainty, contributing to societal ailments.

2.Exploitation and Unethical actions: Within digital entrepreneurship, instances may arise when organizations exploit consumers' data or take unethical measures to secure a competitive edge. These acts can potentially contribute to social illnesses since they erode confidence in digital platforms and adversely affect users' well-being.

3.Digital Divide and Inequality: The emergence of digital entrepreneurship can potentially widen pre-existing socioeconomic disparities further, contributing to the phenomenon known as the digital divide. Unequal access to digital resources, information, and opportunities can lead to the emergence of societal ailments by marginalizing specific groups and impeding their social and economic advancement.

4.The Impact of Digital Entrepreneurship on Social Isolation and Disconnection: Although digital entrepreneurship enables communication, it may also foster social isolation and diminish opportunities for face-to-face encounters. Excessive Dependence on digital platforms and less interpersonal interaction may engender sensations of isolation and disconnection, thus exacerbating the prevalence of social ailments.

5. The dissemination of false information and the manipulation of digital content by digital entrepreneurs can have detrimental effects on public discourse, erode faith in information providers, and undermine democratic processes.

The widespread dissemination of inaccurate information and the manipulation of digital content have the potential to contribute to societal ailments.

Furthermore, it is possible to include several additional infectious illnesses transmitted through social interactions:

1. social inequality may be exacerbated by the emergence of digital entrepreneurship, leading to disparities across people and groups. The advent of the digital revolution necessitates the acquisition of contemporary skills and Dependence on advanced technology for entrepreneurial achievement, which may inadvertently exclude certain persons and communities, intensifying economic and social inequalities.

2.The advent of digital transformation and the rise of new digital startups have the potential to result in the displacement of specific conventional employment opportunities. The phenomenon above has the potential to impact those who rely on traditional forms of work and must, therefore, adjust to the emerging digital labor market.

3.Noncompliance with rules and Regulations: Certain digital entrepreneurship enterprises may provide a challenge to established rules and regulations since they operate inside a relatively less regulated and structured societal framework.

4.Privacy and Security Concerns: Digital entrepreneurship may give rise to apprehensions over infringements on privacy and vulnerabilities in digital security. Both individuals and organizations can be vulnerable to cyberattacks and illegal data breaches, which can have significant implications for personal and commercial security.

5.The Impact of Technology Dependence: Pursuing digital entrepreneurship can result in heightened societal reliance on technology and a transition towards a more intricate digital landscape. This phenomenon can lead to individuals experiencing a sense of isolation from face-to-face social contacts and developing a strong dependence on digital forms of communication.

Durkheim's views underscore the significance of effectively handling the social difficulties that emerge from digital entrepreneurship in a manner that aligns with societal rules and ethical principles. To effectively tackle these difficulties, it is imperative to implement strategies to mitigate social inequality, bolster technological security and privacy, and establish a legal and regulatory framework that fosters sustainable social development within the context of digital entrepreneurship.

❖ **Conclusion:** Digital entrepreneurship has emerged as a prominent study area in the current digital transformation era. This phenomenon brings out a range of obstacles and opportunities evident in the social division of labor, ethical considerations, and pathological behaviors. A more profound comprehension of their influence on entrepreneurial communities may be attained through a comprehensive analysis of many dimensions of these processes.

The social division of labor in the realm of digital entrepreneurship pertains to the allocation of duties and obligations among individuals and groups, with an emphasis on specialization and the cultivation of expertise. Nevertheless, the increasing split could lead to pathological manifestations that influence societal dynamics. One potential consequence of increasing isolation and excessive specialization is the potential for communication failure and the subsequent degradation of interpersonal connections. These pathological conditions are also manifested in the intensification of disputes and detrimental competitiveness, impeding the attainment of integration and constructive collaboration.

The Durkheimian perspective elucidates that the escalation of these illnesses may be attributed to an imbalance in the influencing forces. The overemphasis on autonomy and specialization could result in a shortage of ethical direction and a diminished sense of collective cohesion. As a result, these pathological conditions can impact behavioral and social dynamics within the context of digital business.

Through these studies, a comprehensive comprehension of the obstacles and possible ramifications of the social division of labor, ethical values, and digital pathology in the context of entrepreneurship may be attained. This highlights the necessity of cultivating

a sustainable, ethical framework that fosters a harmonious equilibrium between using technology and fostering constructive interpersonal engagement.

In light of the analysis presented in this study, we can provide a collection of findings concerning the prospects for social division of labor in the context of digital entrepreneurship as per Durkheim's theory:

The progress of technology facilitates enhanced communication and collaboration among individuals and teams engaged in digital entrepreneurship. The utilization of digital communication has the potential to improve the dissemination of ideas and knowledge across geographical boundaries, hence fostering novel prospects for collaborative endeavors.

The cross-border social division phenomenon enhances diversity within digital work teams. This phenomenon can foster the assimilation and comprehension of many cultural perspectives, promoting the acceptance and integration of other cultures.

Despite the rapid progress of technology, there are inherent hurdles in comprehending many cultures and achieving successful cross-cultural communication. Challenges to comprehension and cooperation among persons from diverse cultural backgrounds may arise.

Advanced technology has the potential to exert a substantial influence on the distribution of work since specific jobs may be automated, leading to changes in the allocation of roles and duties and the need for novel skill sets.

The social division of labor within digital entrepreneurship is anticipated to result in a heightened demand for exchanging information and data across people and teams. The potential implications of this situation may give rise to difficulties in safeguarding information and preserving data.

Changes in the distribution of labor might result in a transformation in workplace culture and institutional norms. The growing emphasis on cooperation and digital connection in several domains may need the adoption of novel ethical standards and the corresponding advice. The lack of sustainability in digital entrepreneurship, caused by persistent disagreements and an unfavorable climate, can harm such ventures' long-term progress and expansion.

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