

Digital entrepreneurship between advantages and challenges

ريادة الأعمال الرقمية بين المزايا و التحديات

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Abstract:

The current study seeks to identify digital entrepreneurship and highlight its status and importance for all developing and developed countries, in addition to addressing its most important advantages and challenges faced by digital entrepreneurs, the descriptive analytical approach was used to define the terms of the study and to analyze the results of previous studies that dealt with the subject of digital entrepreneurship and to discuss and draw conclusions. They offer new opportunities and potential for faster growth through the use of digital technologies.

Keywords: Digital transformation, digital entrepreneurship, digital technologies, advantages, challenges

Jel Classification Codes : L26 ;D21 ;M13 ;O33

1. Introduction

Today's societal systems are characterized by the rapid development of technologies and digitalization. Digital transformation is closely linked to communication methods and processes, network operations and information flows, and has become a factor of societal transformations affecting various innovation systems. This promotes the innovative integration of entrepreneurship and business models across industries (Satalkina & Steiner , 2020, p. 1).

Entrepreneurship is one of the important concepts of developed and developing countries alike, as entrepreneurial projects contribute effectively to economic development in various countries, and countries and relevant international institutions have given special importance to entrepreneurship, especially among young people, as an important input to alleviate global unemployment rates and a fertile field for establishing projects and achieving innovations, and the technological wealth that the world is experiencing today has resulted in significant changes in the business world, thus transforming

business models from The traditional model to the digital model, which in turn created the opportunity for the birth of new business models called digital entrepreneurship. (Sultan Al-Haibi, p. 44)

Digital entrepreneurship encompasses everything new and related to the digital world, including new ways to find customers for new projects, new ways to design and deliver products and services, new ways to increase revenue and reduce cost, and new sources of opportunities and competitive advantages. (Shehadeh, 2022, p. 46).

In light of the above, the problem of our research is represented in the following question:

What are the most important advantages and disadvantages of digital entrepreneurship?

Sub-questions stemming from this problem:

What is the definition of digital entrepreneurship and how does it differ from traditional entrepreneurship?

What are the most important characteristics of digital entrepreneurial projects?

What are the main advantages and challenges facing digital entrepreneurship?

➤ Study hypotheses

We put forward the following hypotheses:

H1:Digital entrepreneurship offers broader opportunities for individuals to enter the labor market and establish their own projects at lower costs compared to traditional ventures.

H 2:Digital entrepreneurship faces significant challenges in building trust and credibility with customers in a highly competitive and volatile environment

➤ Importance of the study

The importance of studying **digital entrepreneurship** lies in its role as a bridge between unlimited opportunities and evolving challenges in the current era. On one hand, it allows innovators to leverage the many advantages of the **digital environment**, such as global customer reach, relatively low operating costs, rapid product and service launch, and the ability to analyze big data for informed decision-making. This enables them to build startups with widespread impact and rapid growth.

➤ Study methodology

To test the hypothesis and answer the study's problem, we selected the descriptive analytical approach. This approach relies on consulting a range of literature and works related to the study's topic to construct

a theoretical framework. This framework allows us to understand the fundamental concepts underpinning our work.

2. Literature review:

Entrepreneurship is widely advocated as a driver of innovation and economic growth (Rathee & Rajain, 2017, pp. 52–63). Given today's technological and digital challenges, digital entrepreneurship in particular is a phenomenon on the rise, both through the digitization of existing companies and the creation of digital enterprises (Fernandes, Ferreira, Veiga, Kraus, & Dabić, 2022, pp. 1–13). Discussions on the importance of digital entrepreneurship have been published by many researchers and thinkers around the world, and the most important of these studies are: study (Anckar, 2016, pp. 36–42) that combines theoretical and statistical information about digital entrepreneurship in Finland and Europe with the narrative of a Finnish digital entrepreneur. study (Zhao & Collier, 2016, pp. 2173–2182), this study aimed to explore the emerging concept of digital entrepreneurship from interdisciplinary perspectives.

Study (Nambisan, 2017, pp. 1029–1055), (Kraus, Palmer, Kailer, Kallinger, & Spitzer, 2019, pp. 353–375), (Paul, Alhassan, Binsaif, & Singh, 2023, pp. 1–19), (Kannoja, 2023, pp. 340–349) and (Anbazhagi & Kulothungan, 2020, pp. 1472–1476) these studies addressed the importance of digital entrepreneurship, especially with the development of a number of digital technologies.

Study (Alexieva & Angelova, 2019, pp. 1–8), which sought to demonstrate the role of digital entrepreneurship as an essential factor for increasing creativity and innovation for the sustainable growth of the Bulgarian bioeconomy. The results demonstrate that the socially responsible behavior of digital enterprises can provide added value based on the favorable reputation they create.

A study (Gianluca, Margherita, & Passiante, 2020, pp. 1–12) highlights the digital entrepreneurship ecosystem and the impact of digital technologies and collective intelligence on technological entrepreneurship and new venture creation processes. study (MARIUS, FLORIN, & ANDREI, 2024, pp. 63–70) that aimed to identify the critical elements that define and sustain digital entrepreneurship projects, in addition to identifying the role of supporting ecosystems – which include venture capital, regulatory bodies, and digital infrastructure – in facilitating sustainable digital projects.

In Algeria, there are also many studies that have dealt with the topic of digital entrepreneurship from several aspects. We mention the following among the most important of these studies:

Study (Hana & Benkamla, 2021, pp. 580–593), through which the authors demonstrated the importance of digital entrepreneurship as a lever for economic growth. A study (Tekfi, 2024, pp. 80–92) concluded that integrating digital tools into the Algerian handicrafts sector is essential for developing this sector, which represents a real source of diversification and economic growth for the country.

(DJELLABA, DAHMANI, & FATNASSI, 2024, pp. 1-11) Study (CHIB, 2024, pp. 08-22) that used a practical online training program to explore the development of digital entrepreneurship competency. Study (HAMLAOUI & GHARBI, 2024, pp. 518-534).

2.1. The concept of digital entrepreneurship:

Entrepreneurship is defined as: An organization-wide strategic approach that correlates positively to that organization's propensity to act proactively, and includes "Creation of new innovations in the Organization and development of existing innovations." (Hassan Mahrous & Shaaban Hamada, 2023, pp. 393-486), and indicates Carpenter & Sanders Entrepreneurship refers to identifying opportunities and using resources and capabilities to implement innovative ideas for new adventures. (Nouredine, 2023, p. 14)

Digital entrepreneurship is defined as: "The process by which commercial activities related to goods and services are carried out and managed by data transfer through the World Wide Web (Internet) or any similar technical systems" (Arkoub, 2023, p. 74)

The European Commission also defined digital entrepreneurship as: "Creating new jobs by developing new digital technologies and new areas of use of these technologies, or enabling the digitization of existing companies, including both startups and bringing a new digital product or service to market, as well as the digital description of an existing business within the organization". (Chouieb, Borni, & Mechri, 2024, p. 152)

Digital entrepreneurship can be simply defined as a business carried out through a digital channel (Vineela, 2018, p. 441)

2.2. The difference between digital and traditional entrepreneurship:

According to Hull et al. (2007), the distinction between traditional and digital entrepreneurship is based on ease of market access, ease of production and storage, ease of distribution in the digital market, digital workplace, digital products, digital services, and digital engagement. (DJELLABA, DAHMANI, & FATNASSI, 2024, p. 5)

The difference between digital entrepreneurship and traditional projects can be illustrated through the following points: (Chouieb, Borni, & Mechri, 2024, p. 153)

- Product: Digital entrepreneurship represents a combination of business, knowledge and institutional entrepreneurship, which characterizes the process of creating a product or service according to the traditional entrepreneurial method with the addition of the element of digital knowledge to which the latter is inspected;

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- Workplace: The workplace is an important criterion that distinguishes between the digital and traditional business environment, as it provides an excellent opportunity for entrepreneurs to practice their activities and expand their companies by connecting them across the world and facilitating the marketing of their products digitally;
- Project Creation: Digitization provides the speed and liquidity that digital entrepreneurs need to create their business online without having to search for a place of establishment in the traditional way;
- Regulatory environment: The regulatory environment affects the activity of entrepreneurs, as regulators around the world have to deal with data privacy and security. This shows the difficulty of protecting digital products through intellectual property rights and confidentiality, which prevents digital startups from being able to raise the necessary capital for their activities through traditional funding providers, and on the other hand, this element is a strong point of traditional entrepreneurship.

The following figure shows the theoretical framework of digital entrepreneurship:

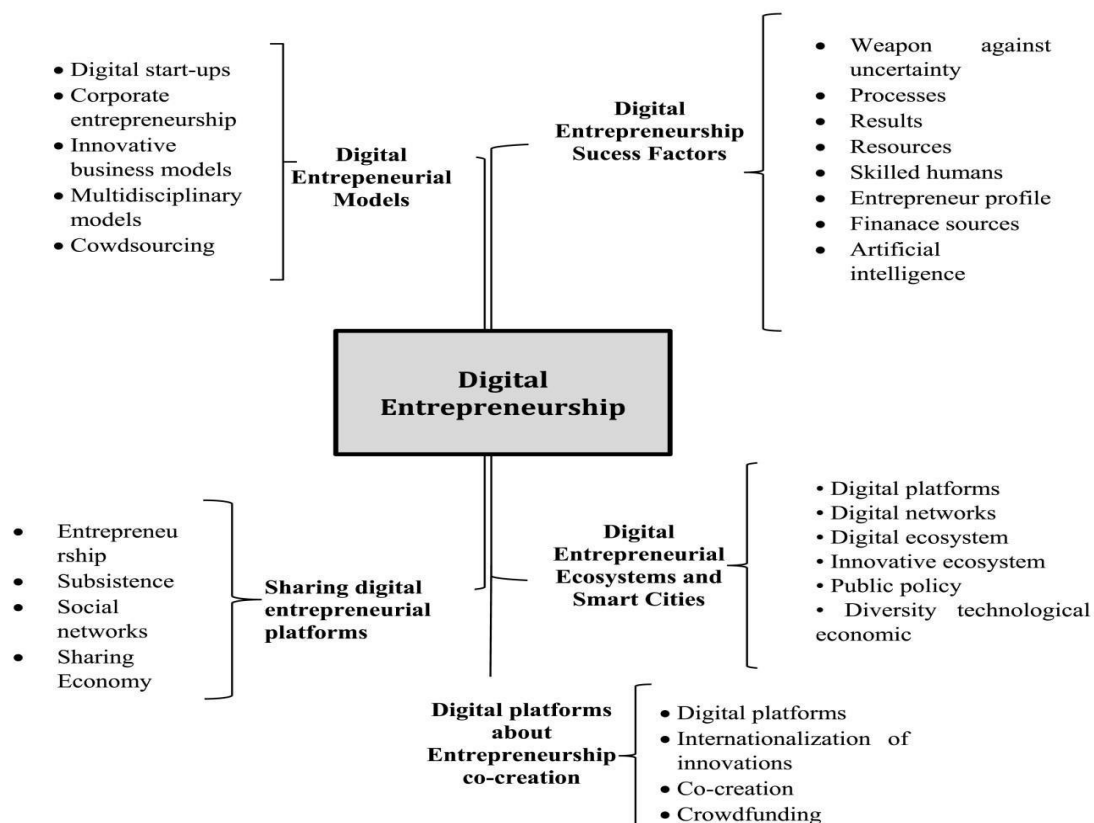


Fig.1. Digital entrepreneurship framework.

Source: (Kannoja, 2023, p. 344)

2.3.Pillars Of Digital Entrepreneurship.

The term “digital entrepreneurship” has gained greater clarity since the late 2000s. The popularity of digital entrepreneurship has increased dramatically with increased interest from the media, academia, government and businesses trying to understand the concept (BENSAID & AZDIMOUA, 2019, p. 3). The European Commission (2013) identified five “pillars” in its conceptual model of digital entrepreneurship, they are: : (Sankar Kummata & Rose Mary , 2019, p. 89)

- Increase industry digital transformation.
- Create a digital entrepreneurial culture.
- Attract, develop and retain high-end digital skills and talent.
- Ease the access to finance and enhance investments.
- Boost digitally powered single market.



Fig .2. Pillars Of Digital Entrepreneurship.

Source: (Sankar Kummata & Rose Mary , 2019, p. 89)

3. Research methodology:

The current research relies on the descriptive analytical approach, which is appropriate for this type of study, where the search terms were defined, and we also relied on a number of previous studies that touched on the topic of digital entrepreneurship and we analyzed them to draw conclusions and also to clarify its advantages and the most important challenges that digital entrepreneurs or individuals wishing to form digital companies suffer from.

4. Results & Discussion

The importance of digital entrepreneurship stems from being considered a fundamental pillar of economic and social growth, by providing a wide range of products and increasing competitiveness, and because it is a source of innovation in a number of countries.

Digital entrepreneurship focuses on the economic exploitation of creative ideas and innovative solutions, and this allows increasing interest in these ideas, research and technological development, and results in alleviating unemployment and spreading the culture of self-employment, creating new job opportunities, providing a product or service that responds to the needs of consumers, stimulates competition in markets, develops the investment environment, enhances the ability of weak regions and regions to attract investments and encourage economic decentralization until overcoming the social deficit, and achieving geographical justice with a positive reality in the GDP. and social peace. (Shehadeh, 2022, p. 45)

4.1. Advantages of digital entrepreneurship:

Many countries consider digital entrepreneurship a key pillar of digital economic development (Ning Shen, Lindsay, & Xu, 2018, pp. 1125–1128), and digital entrepreneurship brings many advantages to the digital entrepreneur. These advantages are represented in : (Arkoub, 2023, p. 75)

- The possibility of operating from anywhere in the world, provided that there is an Internet connection;
- Provide more freedom and control over the organization of working times and appointments according to the entrepreneur's circumstances;
- Digital entrepreneurship means saving a lot of money that would be needed in the event of traditional entrepreneurship;
- Reduce fixed costs of installations compared to a physical spatial facility, where there are no site or infrastructure rental costs;
- Access to a larger customer base anywhere in the world;
- Digital entrepreneurs benefit from employees and potential partnerships from around the world.
- Instant feedback The most important advantage of digital entrepreneurship is that it allows the investor or seller to get instant customer feedback, helping them to achieve the satisfaction of their customers and customers quickly;
- Reducing unemployment: Digital entrepreneurship is a promising way to create jobs, especially for young people, through virtual work positions without the need to move to offices, thus increasing competitiveness and general prosperity;
- Achieving socio-economic development: The latest analysis of Australian small businesses has shown that reliance on digital entrepreneurship generates additional revenue of more than \$49.2 billion, which means an increase in revenue by 15 percentage points faster (Chouieb, Borni, & Mechri, 2024, p. 152)

4.2. Successful Digital Entrepreneurship

Innovation and entrepreneurship are often intertwined, since many digital entrepreneurship projects are based on digital innovation , the unique feature of digital entrepreneurship, according to

Davidson et al. (2010), is that digital entrepreneurship consists of three interrelated types of entrepreneurship: (Sankar Kummata & Rose Mary , 2019, p. 91)

- **Entrepreneurship** : Entrepreneurship is a type of entrepreneurship through which new projects are created. This is the most common type of entrepreneurship in the literature.
- **Knowledge entrepreneurship**: Knowledge entrepreneurship involves the pursuit of information- and knowledge-based opportunities to create a field-related knowledge base and pursue new projects related to this knowledge base. Consultants, journalists, and other academics providing services are examples of knowledgeable entrepreneurs.
- **Institutional entrepreneurship**: Institutional entrepreneurship can be defined as the activities of actors who have interest arrangements and leverage resources to create new enterprises or transform existing ones. For example, the emergence of e-commerce platforms, such as Amazon and Alibaba, has created a new form of retail market, which is institutional entrepreneurship.



Fig.3. Successful Digital Entrepreneurship

Source : (Sankar Kummata & Rose Mary , 2019, p. 92)

4.3. Digital Entrepreneurship Challenges:

The unique regulatory challenges posed by the emergence of digital entrepreneurship are due to the characteristics or features and consequences of digital infrastructures and entrepreneurial ecosystems (Naudé & Liebrechts, 2020, p. 16) . In developing countries, digital entrepreneurs face a variety of challenges, the most important of which are the deficit in funding, and the lack of policies and regulations that protect and support e-commerce (Georges & Terzian, 2020, pp. 283-302) . According to the 2016 World Development Report, digital technologies offer tremendous

opportunities for growth but require entrepreneurs to unleash their potential as a foundation for new business or an enabler to transform an already existing company, in the process of their project or transformation, digital entrepreneurs face many challenges, including: (Anbazahagi & Kulothungan , 2020, pp. 1474 –1475)

Physical Infrastructure : Digital entrepreneurship is mainly based on ICT. Without ICTs, digital entrepreneurs would not be able to offer products or services or in cases where the product or services could not exist without ICT. In many parts of the world, particularly in developing countries, access to affordable, reliable and high-speed broadband infrastructure remains a problem.

Suitable work environment : It is very important to create a dynamic and competitive business environment in order to enable the creation of online services and applications. Revitalizing the business environment includes issues related to entry and exit barriers, setting up a business, access to finance, data and privacy regulations, and market segmentation.

Cultural and social issues : Even with a better business environment and the right infrastructure, there is still a lack of community or cultural readiness. By acknowledging and working with potential cultural differences, they may be able to deal with the issues associated with this.

Intellectual Property Rights Issues : Many digital entrepreneurs are "born global" – online, in the cloud, or have the potential to grow and expand across borders very quickly. Much of the capital of digital entrepreneurs is often intellectual capital, which can rise to issues related to intellectual property protection.

Skills issues :From the ability to identify and employ in-demand talent, including across borders, to possessing the skills to identify new technology-enabled business opportunities and bring them as a new venture or existing business models. E-leadership skills are needed, people who combine an entrepreneurial mindset, business skill, communication as well as technical skills.

Cloud computing and big data analysis: As more countries shift to a knowledge-based economy, the concept of cloud computing and big data analysis continues to gain importance because accessing these skills is a major challenge for entrepreneurs. As the internet makes access to knowledge virtual, the ability to exploit and use knowledge will increasingly become a distinguishing factor.

Cyber attacks: Despite the advantages of digital transformation for business organizations, this process is not without risks and challenges related to cybersecurity, the risk of cyber attacks and cybercrime (Arkoub, 2023, p. 76)

Digital entrepreneurship in Algeria is experiencing significant growth, driven by rapid technological transformations and increased internet usage. Internet users have increased: Algeria has seen an increase in the number of internet users, with the average mobile internet

connection speed increasing by 23.4% in the twelve months leading up to the beginning of 2024.

Infrastructure expansion: Algeria Telecom is focusing on replacing copper lines with fiber optics in major cities, while maintaining ADSL services and providing 4G LTE technology in areas where wired infrastructure is unavailable. Maximum fiber speeds have also increased from 100 Mbps to 300 Mbps for consumers in 2023.

Startup growth: Some sources indicate that Algeria has taken significant steps toward developing startups, especially with the acceleration of digitization processes imposed by the COVID-19 pandemic.

National Digital Transformation Strategy: This strategy aims to promote the creation of an environment conducive to economic competitiveness, enhance the benefits of digital technology for users, and provide competitive service offerings for the export of cloud computing services.

5. Conclusion :

Digital transformation and digital or technology-based entrepreneurship are considered one of the most important mechanisms considered in moving the wheel of sustainable development (Shehadeh, 2022, p. 58), as the use of digital in providing services and products or providing digital services and products, has become a normal thing in our time, not only this, but the demand for it has increased and risen, because the consumer today prefers speed in doing business and speed in meeting his requests, and working in the traditional way no longer satisfies his aspirations, and therefore the trend towards digital business is an opportunity For entrepreneurs to create new projects that can achieve the desires and aspirations of customers (Arkoub, 2023, p. 76).

However, digital entrepreneurs face many issues and challenges during the implementation of their project, or through their digital transformation, especially in developing countries, where limited access to technological infrastructure, lack of digital skills, and financial constraints are all obstacles to overcome. However, with adequate investments in infrastructure and training, as well as financial support for entrepreneurs, it is possible to meet these challenges and promote the development of digital entrepreneurship (DJELLABA, DAHMANI, & FATNASSI, 2024, p. 8). The most important results of this study are represented in capturing the following:

- Digital entrepreneurship is a form of entrepreneurship that consists of seizing opportunities exclusively on the Internet, via new digital technologies, to create a fully or partially electronic business, regardless of the nature of the product or service provided, as it brings a purely digital added value to the consumer.

- Digital entrepreneurship is an important mechanism for bringing about strategic change, improving resource use, creating innovative products, and encouraging the application of innovative opportunities and ideas;
- Digital entrepreneurship contributes to economic growth. As a result, Algeria must implement, strengthen and develop its political will for digital transformation.
- Digital entrepreneurship is a dynamic and rapidly evolving field that offers numerous opportunities for innovation and economic growth and requires flexibility, adaptability and a deep understanding of the digital landscape.
- Digital entrepreneurship needs a variety of competencies and skills, ranging from technical, financial, and managerial to risk-taking, and possessing a culture of entrepreneurship and innovation.

In light of the study results, we present the following recommendations:

- Increase awareness of the opportunities that digital entrepreneurship offers and the economic benefits it can bring.
- Providing good infrastructure and communication systems, and providing various facilities, such as reducing the cost of using the Internet.
- Creating a legal and legislative environment that regulates such digital business transactions, and meets standards related to trade, taxation, trade and other laws that cover the requirements of digital entrepreneurship
- Governments and policymakers in countries should recognize the role of digital entrepreneurs in the digital economy and encourage them to accelerate business transformation in order to increase growth and create jobs.
- Encourage the creation of networks and communities of digital entrepreneurs to promote the exchange of knowledge and experiences
- The need to facilitate access to funding for startups and digital companies.
- Work to enhance cooperation between the public and private sectors to promote digital entrepreneurship

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