

The importance of digital transformation in women's entrepreneurship in Algeria**Djazia Hassini^{1*}, Fatma Mana²**¹ University of chlef (Algeria), d.hassini@univ-chlef.dz² University of chlef (Algeria), f.mana@univ-chlef.dz

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Abstract:

This study explores the potential of digital transformation to empower women's entrepreneurship in Algeria. It examines how improved digital infrastructure, coupled with skills development for women, can unlock new economic opportunities. The study highlights the key role digital tools play in boosting the efficiency and innovation of women-led businesses, particularly small and medium-sized enterprises. Despite government efforts to support women entrepreneurs, they remain underrepresented in the Algerian business sector. Therefore, the study emphasizes the need to identify and address remaining challenges and capitalize on the full potential of digital transformation for inclusive economic growth.

This study explores the potential of Digital business transformation to empower women's entrepreneurship in Algeria. It examines the role of improved digital infrastructure and skills development in unlocking new economic opportunities for women. The study emphasizes the need to address challenges and capitalize on the full potential of digital transformation for inclusive economic growth

Keywords: digital transformation: women's entrepreneurship , Algerian women**Jel Classification Codes:** O33, L26, O1

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1. INTRODUCTION.

Today, the world is experiencing a great wave of changes at all levels, in light of the development of technology, as dealing through digital technologies has become an imperative for all countries. It reflects the extent of their ability to adapt to developments and exploit them to their advantage in all sectors and fields, and the Corona Covid 19 pandemic has Which led to the cessation of most activities in all parts of the world, which had a major impact on the economies of the world, which made finding solutions to avoid crises in the event that they occur a burden that worries countries.

Algeria, like many other countries, is experiencing a digital revolution that is reshaping daily life and work. While digital technologies offer opportunities for gender equality and women's empowerment, challenges such as underrepresentation and lack of resources still exist. International Women's Day highlights the potential of technology to drive progress towards gender equality and prepare women for the future of work. In Algeria, digital tools are crucial for female entrepreneurs, providing access to wider markets and resources for business growth. However, addressing barriers and creating an inclusive environment is essential for achieving inclusive economic growth.

1-1 Proplematic.

Women's entrepreneurship in Algeria is encountering substantial barriers, many of which stem from cultural and social norms deeply ingrained in society. These hindrances encompass gender bias, limited access to funding, discrimination, and reliance on informal networks dominated by male figures. Women entrepreneurs often encounter resistance from their families and communities, as they are not viewed as capable or qualified to lead major projects. Consequently, this hinders their ability to gain the necessary experience and skills for business expansion and sustainability. Moreover, women also face challenges in accessing sectors like digital technology and industry digital.

Socio-cultural constraints pose a significant challenge for women entrepreneurs in Algeria. The socio-cultural environment creates barriers that impede women from pursuing entrepreneurship despite having access to education and training. While many women entrepreneurs possess the necessary managerial skills, they often face socio-cultural constraints that hinder their advancement.

To identify the effect of the Digital business transformation on women's entrepreneurship, we have presented the following problem :

How does digital transformation contribute to women's entrepreneurship and its challenges in Algeria?

To answer this question, we pose a set of sub-questions:

To what extent does Algeria embrace digital transformation?

- How does digital transformation affect women's entrepreneurship?
- What are the challenges facing women entrepreneurs in Algeria?

1-2 Objectives of the study.

The goals of this essay on the significance of digital transformation in women's entrepreneurship in Algeria are manifold. Firstly, it aims to provide a comprehensive overview of the status of women's entrepreneurship in Algeria, including an evaluation of the economic, social, and cultural barriers to establishing and expanding women-owned businesses at the local level. This entails examining the policies, initiatives, and projects that can support women entrepreneurs in Algeria and identifying the requirements for specific policies and programs to facilitate the establishment and growth of women-owned enterprises. Additionally, this essay seeks to compare women's entrepreneurship in Algeria with that of

other countries and enrich the academic aspect in this field. It also aims to find solutions to the real challenges faced by women's entrepreneurship by studying experiences from other countries. The significance lies in understanding how digital transformation can help address these challenges and create an environment that promotes women entrepreneurs.

Additionally, this essay seeks to investigate the potential of digital transformation in generating fresh business prospects for female entrepreneurs. It aims to accomplish this by offering increased flexibility to manage both professional commitments and familial responsibilities, alongside enhancing their connectivity to information, markets, and networking avenues. Furthermore, it endeavors to pinpoint the key obstacles impeding women entrepreneurs from investing in the digital realm and to discern the success factors for technology ventures owned by women.

1-3 Previous studies.

➤ Bican Brew, Sustainability Digital Business Model Digital Transformation and Digital Entrepreneurship Is Their Sustainability to Digitalization, (2020). The research revealed that digitization significantly contributes to advancing the United Nations Sustainable Development Goals. Without transitioning current businesses to digitization, addressing future economic and environmental challenges sustainably remains unattainable. Nonetheless, there exists considerable confusion surrounding the interconnections and terminology encompassing various aspects. Questions arise regarding digital business models, digital transformation, and digital entrepreneurship, and their correlation with digitization. Additionally, strategies for supporting companies in achieving sustainable growth warrant consideration.

➤ Daniel schallmo, christopher A. Williams, Luke boardman ,Digital Transformation of Business Models - Best Practice, Supporters, and Roadmap. (2017) The purpose of this study is to clarify the concept of digital transformation, as the research relied on a review of literature that provides insight into the basic understanding of digital transformation. The paper provided a clear definition of digital transformation and the stages of this transformation, with reference to the enabling factors and digital transformation. The study used the method of examining. The case because it is one of the most appropriate ways to describe and analyze cases related to the study. The most important finding of this study is that although digital transformation is widely known. However, a business model-based approach to digital transformation is missing. In addition to emphasizing that digital transformation is an ongoing process, one can also imagine other opportunities for digital transformation later in the future

➤ Hilali Ahmed, Ben Abdan Amna, Ayad Lamia, Challenges of female entrepreneurship in small and medium enterprises in Algeria, Al-Bashaer Economic Journal, Volume 08, Issue 03 (2022). The study aimed to highlight the various challenges facing women entrepreneurs, which work to reduce their chances of joining the world of work and achieving Leadership in their work and achieving leadership in their work, and this is in order to advance women in the world of business. The study found, through analysis of various available data, that there are many challenges that prevent Algerian women from achieving their ambitions in the world of business, while proposing a set of solutions.

➤ Amal Wahba and Ibtisam Qara, "Digital Transformation in Algeria: Prospects and Challenges," Al-Bashaer Economic Journal, Volume 08, Issue 01 (04/22/2022). In this study,

the two researchers shed light on the most important indicators of information and communications technology in Algeria, while defining Algeria's position within the global and Arab classifications in the field of digital transformation. The most important results of this study are that Algeria has taken important steps to adopt a successful digital transformation policy that will make it catch up with countries that have made important strides. In this field, while harnessing everything necessary to overcome the obstacles and challenges it faces, despite this, it still ranks last among most Arab and international indicators.

2. Literatures of digital Transformation and Women's Entrepreneurship.

This technology means the possibility of companies and government institutions adapting and responding to rapid technological changes by changing their business models and operations, in order to maintain their continuity in the circle of competition, especially commercial companies, to attract a larger base of customers, unlike government institutions in which the citizen is forced to deal with them, but Digital transformation in the government sector as well is very important

2.1. Definition of Digital Transformation.

Digital transformation is defined as: The process of companies moving to a business model that relies on digital technologies to innovate products and services and provide and impose new channels of revenue that increase the value of their product.

Digital transformation represents a fundamental overhaul within businesses, involving significant changes to the business model, operations, and processes. This transformation can encompass a complete shift in products or service delivery methods, or it may entail strategic interventions across all organizational functions, spanning from sales to supply chains, information technology, and the entirety of the value chain. (Pradeep, Kaleeli, & Khalid Djawabri, 2021, p. 2)

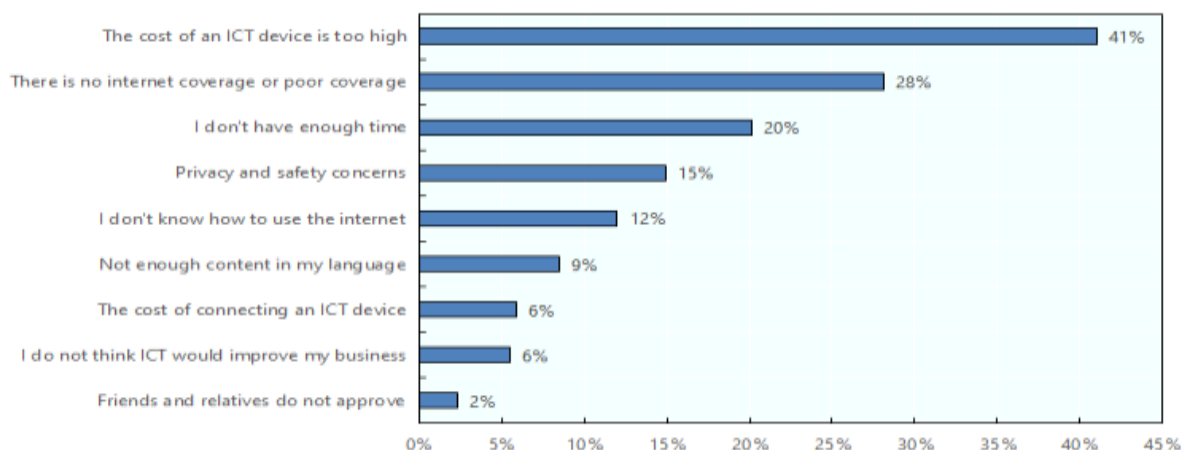
Digital transformation has emerged as the paramount challenge in change management, as it affects not only industry structures and strategic positioning, but also every facet of an organization (every task, activity, process), as well as its extended supply chain. (Aubry & sanoussy sow, 2021, p. 40)

The emergence of digital transformation plays a vital role in advancing women's entrepreneurship, particularly in regions such as the Middle East and North Africa (MENA), where women often face significant barriers to economic participation. The digitalization of production processes and the adoption of digital technology by businesses in the MENA region have the potential to overcome traditional obstacles to women's entrepreneurship. These changes facilitate the emergence of new business models and support entrepreneurial ventures operating from home, which can be particularly beneficial for women striving to balance paid work with family responsibilities. Additionally, advancements in online payment and e-commerce streamline cross-border trade, enabling entrepreneurs to access new markets. Digital tools also enhance efficiency and innovation, thereby creating economic opportunities for women entrepreneurs. However, it is important to acknowledge that not all women entrepreneurs have equitable access to digital tools and skills. According to a recent UNIDO survey conducted across multiple countries in the MENA region, only a quarter of women entrepreneurs reported utilizing digital technologies at any stage in their business processes. The primary reasons for this underutilization include the high cost of purchasing ICT devices and inadequate internet connectivity, especially in rural areas. (OECD, 2022, p. 20).

The evolving nature of entrepreneurship in the digital economy also presents potential solutions to traditional barriers faced by aspiring women entrepreneurs. For instance, digital businesses are less capital-intensive and labor-intensive, making them suitable for regions

where women face obstacles in accessing capital or owning property. Moreover, digital technologies have the potential to create opportunities for women to lead, participate in, and benefit from technological advancements. To fully harness the potential of digital transformation for inclusive economic growth through women's entrepreneurship, it is essential to address these challenges and barriers. This includes identifying opportunities for growth, such as promoting financial inclusion through digital financial services, improving access to digital tools and infrastructure, and providing tailored digital skills training for women entrepreneurs (Elodie, 2021).

Figure 1: Key barriers for women entrepreneurs in internet usage



Source: (OECD, 2022, p. 21)

The chart illustrates that the primary barrier to digital transformation for women entrepreneurs is the high cost of information technology infrastructure, while the second barrier is the lack of internet connectivity in all areas. These obstacles are confirmed by a study conducted by researcher Lekhanya (2018) L.M., regarding providing understanding and knowledge of digitizing rural entrepreneurship, and how to assist in sustaining and growing entrepreneurship in rural industries. The researcher arrived at a set of results outlined in the following table:

Table 1: Variables tested on digitalisation of rural entrepreneurship

Knowledge and understanding of rural entrepreneurial digitalization			Factors affecting rural entrepreneurial digitalization			Implications of rural entrepreneurial digitalization		
Variables	Frequency	%	Variables	Frequency	%	Variables	Frequency	%
Modern technologies	110	22	Political factors	37	7	Minimise costs	40	8
Forms of electronic media	65	13	Economic factors	251	50	Promote brand	170	34
Viral marketing	25	5	Social factors	37	7	Reduce advertising costs	291	58
Internet marketing	261	52	Technological factors	150	30			
Using all business activities electronically	40	8	Legal factors	25	5			

source: (Lekhanya, 2018)

The data indicates that 110 respondents (22%) and 261 respondents (52%) possess knowledge of modern technologies and online marketing, respectively. This has a notable effect on brand promotion and lowering advertising expenses. Nevertheless, external factors crucially impact the adoption and spread of the digital concept in the sector. Economic factors affect 251 respondents (50%), while technological factors influence 150 respondents (30%). Moreover, participants express concerns regarding political, social, and legal factors impacting their daily business management strategies.

2.2. Overview of Women's Entrepreneurship in Algeria.

Entrepreneurship among women in Algeria has experienced a notable uptick in recent years, signaling a significant shift in the country's social and cultural dynamics. As Algerian society undergoes profound changes, women are increasingly taking on roles as supervisors and managers, with many opting to pursue entrepreneurship. This trend reflects a growing momentum towards entrepreneurship, supported by factors aimed at encouraging women's economic participation made available by families and the state. Algeria's transition from a socialist-controlled economy to a market-based one brought about numerous challenges for male entrepreneurs, including bureaucratic and economic barriers. However, men still encountered fewer obstacles compared to women in the male-dominated entrepreneurial landscape. Women entrepreneurs faced even greater difficulties entering the business sector due to societal constraints and a male-dominated environment. The landscape of women's entrepreneurship in Algeria can be examined from various angles, such as the ages, educational levels, occupational experiences, and training of women entrepreneurs. It is also crucial to consider the characteristics of businesses led by women, such as their sizes, whether they are driven by necessity or opportunity, familial relationships with employees, and formality (Boufeldja, 2018, p. 36).

Algerian women have demonstrated a strong motivation for pursuing education as a means of enhancing their social and occupational standing. The increase in female enrollment in universities and participation in traditionally male-dominated fields of study like science has provided opportunities for women to pursue various roles in social, occupational, and political spheres.

Despite these advancements, significant challenges persist for women entrepreneurs in Algeria. The underrepresentation of women in the business sector remains a critical issue that requires targeted interventions and policy measures. Additionally, efforts are needed to foster an inclusive environment that supports and encourages the growth of enterprises led by women (Ogochukwu & Emeka Oloto, 2023, p. 52).

Digital transformation plays a crucial role in addressing these challenges by creating economic opportunities for women entrepreneurs through improved access to markets and resources. Digital tools enhance efficiency and innovation within businesses while also providing avenues for overcoming traditional barriers faced by women entrepreneurs when entering the industry. Embracing digitalization can empower enterprises led by women to flourish in an increasingly competitive business environment (Ammar & Bentalha, 2023, p. 395).

3. Importance of Digital Transformation in Women's Entrepreneurship.

3-1 Algerian women's participation in the business sector.

Similar to the agricultural and craft industries sector, the trade sector has become one of the important sectors that attracts an increasing number of Algerian women of all ages. Of the 1 million 964 thousand and 157 merchants who have a commercial register, there are 158A and 790 One woman is a businesswoman, meaning 8.08% of the total number of business owners. To follow the development of the number of businesswomen, we present the following table:

Table 2 : Growth in the number of businesswomen during the period 2013-2021

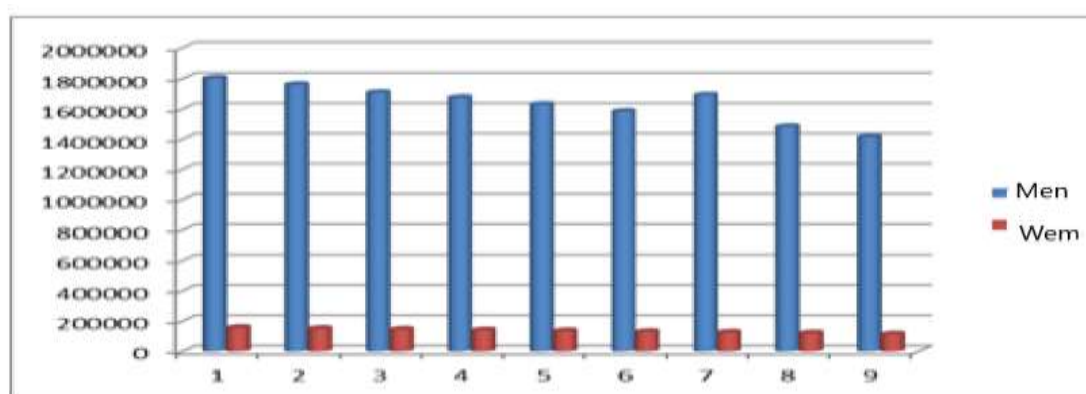
Sex	2021	2020	2019	2018	2017	2016	2015	2014	2013
men	1 805 367	1 762 303	1 709 751	1 676 835	1 631 383	1 585 761	1693217	1 484 625	1 415 819
women	158 790	152 392	146 925	142 334	137 033	131 621	127450	122 253	115 654
Women's growth	6398	5467	4591	5301	5412	4171	5197	6599	-
sum	1 964 157	1 914 695	1 856 676	1 819 169	1 768 416	1 717 382	1820667	1 606 878	1 531 473
men	91.92%	92.04%	92.1%	92.2%	92.3%	92.3%	92.4%	92.4%	92.4%
women	8.08%	7.96%	7.9%	7.8%	7.7%	7.7%	7.6%	7.6%	7.6%

Source: National Center for Commercial Registry

The table above shows the development of the number of businesswomen during the period 2013-2021, as it shows that the number of businesswomen is constantly increasing from the year 2013 until the year 2021, but their growth rate remains very small compared to the increasing number of businessmen.

In order to compare the rate of increase in the number of businesswomen to the rate of increase of businessmen, we present the following graph:

Figure 2: Comparing the number of female workers to the number of businessmen during the period 2013-2021



Source: Prepared by researchers

It is noted from the figure that although the number of businesswomen has grown from year to year, this growth compared to businessmen remains very weak.

On the other hand, the number of businesswomen varies according to their age from one category to another, and their concentration varies from one state to another. The following table shows the number of businesswomen according to age groups.

Table 3 : Distribution of the number of businesswomen by age groups during the period 2013-2021

Categories	2021	2020	2019	2018	2017	2016	2015	2014	2013
18-19	46	45	54	45	51	51	61	55	66
20-28	6662	6557	6702	6903	6919	7174	7484	7423	7083
29-38	30288	29450	29358	29011	28827	28316	27982	27081	25709
39-48	40417	38993	37692	37069	35943	34573	33659	32806	31360
49-58	39285	37531	35785	34106	32136	30249	25501	26349	24556
59-68	22417	21394	19973	19018	17845	16986	16582	15614	14575
69 and more	19675	18332	17361	16182	15311	14272	13600	12925	12305
Total	158 790	152 392	146 925	142 334	137 033	131 621	127450	122 253	115 654

Source: Prepared by researchers

It is noted from the table that the largest group of businesswomen are between 39 and 48 years old, and between 49 and 58 years old. Then comes the age group between 29 and 38 years old, then the 59-68 years old group, then the 69 year old group and over, and finally comes the group between 18 years old. and 19 years, which includes the smallest number of women compared to the other categories. The table also shows an increasing number of women over the age of 68, even though this is a retirement age category for female employees.

3.2. Economic Opportunities for Women Entrepreneurs.

The surge in digital infrastructure is having a significant impact on the landscape of women's entrepreneurship in Algeria. This transformation offers new economic opportunities for women entrepreneurs by granting them access to markets, financial services, and digital technologies. As emphasized in the United States Strategy on Global Women's Economic Security, it is vital to promote entrepreneurship, financial inclusion, and digital access to achieve a more resilient and prosperous global economy. By enhancing women's access to markets, finance, and digital technology, they can acquire the knowledge and skills necessary to tap into business opportunities and financial services. Historically, women have faced obstacles in accessing capital and digital technologies, primarily due to limited financial literacy and property ownership rights. Moreover, there is a noticeable dearth of women fund managers and tailored fund structures for enterprises owned by women. Additionally, the underrepresentation of women in technology fields hinders their ability to access digital platforms and grow their businesses (US department of state, 2023, p. 23) .

However, improved digital infrastructure can empower women entrepreneurs by providing them with greater knowledge about worker rights and enabling them to compete in local, regional, and global markets. Digital tools can enhance the efficiency and innovation of women-owned businesses through expanded access to markets via e-commerce platforms, networking platforms, and information sharing. The joint OECD-UNIDO webinar also underscores that the digital realm can create new business prospects for women entrepreneurs while offering flexibility to balance work-family life. In tandem with the impact of enhanced digital infrastructure on economic opportunities for women entrepreneurs, skills development is equally crucial. The International Labour Organization's Women's Entrepreneurship Development Programme aims to address gender imbalances in enterprise development by supporting women and advocating for gender considerations in enterprise initiatives through collaboration with governments, trade unions, employers, and service providers. This program empowers potential women entrepreneurs to start, manage, grow their businesses, and improve working conditions (ILO-WED Programme, 2023, p. 10).

To achieve inclusive economic growth through digital transformation in Algeria requires addressing challenges such as gender-related norms, attitudes, and stereotypes that limit the potential of women entrepreneurs. It is essential for policy actions to not only provide entrepreneurial skills training but also modify intangible factors such as social norms that either empower or disempower women as entrepreneurs.

3.3. Role of Digital Tools in Boosting Efficiency and Innovation.

The rise of digital infrastructure has a profound impact on the landscape of women's entrepreneurship in Algeria. This transformation presents new economic opportunities for women entrepreneurs, granting them access to markets, financial services, and digital technologies. As emphasized in the United States Strategy on Global Women's Economic Security, it is crucial to promote entrepreneurship, financial inclusion, and digital access to achieve a more resilient and prosperous global economy. By enhancing women's access to markets, finance, and digital technology, they can acquire the knowledge and skills necessary to tap into business opportunities and financial services. Traditionally, women have encountered obstacles in accessing capital and digital technologies due to limited financial

literacy and property ownership rights. Additionally, there is a noticeable lack of women fund managers and tailored fund structures for enterprises owned by women. Furthermore, the underrepresentation of women in technology fields hinders their ability to access digital platforms and grow their businesses (Zakhozhyi & Ma, 2023).

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4. Challenges Faced by Women Entrepreneurs in Algeria.

4.1. Underrepresentation in the Business Sector.

Women entrepreneurs in Algeria are faced with significant obstacles, especially in terms of their lack of representation in the business sector. Despite efforts to promote gender equality and women's participation in society, women entrepreneurs continue to struggle due to legal frameworks, cultural norms, and social standards. The patriarchal nature of societal structures discourages women from entering the labor force or starting businesses, particularly if they are married and need to balance family expectations and household duties alongside work. Additionally, traditional role models and gender stereotypes perpetuated in school curricula and media reinforce the idea of women as caregivers rather than effective entrepreneurs (Ghanem, 2022).

The consequences of these challenges are evident in the low numbers of women entrepreneurs in Algeria. According to SEVE (Savoir Et Vouloir Entreprendre), only 7.6 percent of the 1.96 million entrepreneurs in the country were women in 2018. Despite some progress, addressing the underrepresentation of women in the business sector remains a long-term goal.

To support women entrepreneurs, specific measures are needed to improve access to funding and networks, enhance digital skills, and change attitudes towards entrepreneurship fields such as STEM. Efforts should be concentrated on overcoming socio-cultural constraints and discriminatory attitudes that limit the potential for women's entrepreneurship. This entails altering gender perceptions concerning traditional role assignments or restrictive norms dictating culturally acceptable occupations for women (IFAD, 2018, p. 9).

However, despite legal provisions guaranteeing equal rights for women entrepreneurs, complex formal business registration procedures disproportionately affect their ability to start businesses. This is compounded by limited access to financial resources compared to men. Women require more support in navigating these administrative barriers and accessing information about business registration procedures. Despite these challenges, there is potential

for inclusive economic growth through digital transformation for women entrepreneurs in Algeria. Initiatives like UfM's MENA Women Business Club, the FLOWER project, and the Med Women in Tech Network aim to empower economically disadvantaged groups by offering training and support for entrepreneurship (Event report, 2023, p. 17) .

5. Potential of Digital Transformation for Inclusive Economic Growth.

5.1. Identifying Opportunities for Growth

The region is on the brink of a digital entrepreneurship revolution, thanks to the widespread use of smartphones and various digital technologies. This presents an opportunity for stakeholders to strategically contribute to Africa's digital development, ultimately contributing to the Sustainable Development Goals and preventing setbacks in the continent's recent development gains. It is essential to recognize the strategic roles of youth and women in driving Africa's digital transformation agenda through entrepreneurship. The emergence of digital technologies has empowered entrepreneurs to overcome traditional limitations and engage on a larger scale than ever before. These technologies have opened up access to broader markets and larger audiences, regardless of geographical constraints. The digital sector is poised to continue transforming business operations and creating significant wealth and job opportunities for women in the MENA region where their representation is increasing (Bekh, 2014).

UNDP's Gender Equality Strategy 2022-2025 aligns with UN Women's 2022 gender snapshot on progress toward the SDGs, focusing on good health, quality education, gender equality, industry, innovation, and infrastructure. The Digital Strategy 2022-2025 aims to build inclusive digital ecosystems that prepare women for future work opportunities and increase their civic engagement (UNDP, 2023, p. 19).

In Algeria, Digital Entrepreneurship faces challenges such as limited funding access and poor infrastructure; however, there is considerable potential for growth and success. An enabling environment that supports entrepreneurship through initiatives like ANSEJ, CNAC, ANGEM, et ANDI can boost women entrepreneurs in the country (Euro-Mediterranean Women's Foundation, 2024, p. 22).

The rise of technology presents both opportunities and barriers for women entrepreneurs in Algeria. While digital tools enable online payment options facilitating e-commerce innovations that open new trade opportunities for Algerian women entrepreneurs; it also poses a threat due to limited access to digital skills and tools which can exclude low-skilled rural women entrepreneurs. To fully realize the potential of digital transformation for inclusive economic growth in Algeria's women's entrepreneurship sector, stakeholders need to focus on narrowing gender gaps through intersectional approaches that support highly-skilled entrepreneurs while also addressing barriers faced by rural and low-skilled individuals .

5.2. Addressing Challenges and Barriers

In Algeria, women entrepreneurs are confronted with a plethora of obstacles and hurdles that impede their complete involvement in the business sector. These challenges encompass being underrepresented in the business sector, having restricted access to financial services, lacking knowledge about digital tools, and facing gender-specific constraints such as social norms and stereotypes. The underrepresentation of women in the business sector poses a significant challenge in Algeria. Despite the growing number of women entrepreneurs, they still encounter barriers when it comes to accessing markets, networks, and technologies. This underrepresentation hampers their ability to fully engage in economic activities and limits their potential for growth and success (Elodie, 2021).

Women entrepreneurs in Algeria have limited access to financial services. This constraint spans from inadequate financial literacy to entrenched gender norms that bestow control over finances and assets to husbands. Addressing credit constraints that hinder women in their endeavors to initiate and expand a business is vital for their economic empowerment.

Moreover, there is a lack of knowledge about digital tools among women entrepreneurs in Algeria. Many women are unfamiliar with concepts related to Industry digital or the utilization of digital technologies for business purposes. Bridging this digital knowledge gap is essential for enhancing their business management skills, financial literacy, access to markets, and digitalization. Additionally, gender-specific constraints such as social norms and stereotypes pose significant barriers to women's entrepreneurship in Algeria. Comprehensive approaches are necessary to combat these gender stereotypes and prejudices at various levels within families, communities, the education system, and the business environment.

6. Conclusion.

To sum up, the digital revolution has the potential to completely transform women's entrepreneurship in Algeria. It opens up economic prospects for women entrepreneurs, enabling them to reach new markets and customers through digital tools. This can enhance efficiency and creativity, empowering women to overcome entry barriers and compete in the business sector. However, women entrepreneurs in Algeria also encounter significant obstacles, such as being underrepresented in the business sector.

In order to tackle these challenges and unlock the full potential of digital transformation for inclusive economic growth, it is crucial to identify growth opportunities and address obstacles. This can be accomplished through initiatives like promoting entrepreneurship among women through communication and coaching programs, establishing business management training programs for women, and creating specialized programs to support and monitor women entrepreneurs and develop more tailored public policies.

The International Labor Organization's Women's Entrepreneurship Development (ILO-WED) Program is an example of a transformative intervention that actively challenges the structural inequalities faced by aspiring and existing women entrepreneurs. By implementing proven tools and approaches, this program assists budding and existing women entrepreneurs in starting, managing, and expanding their businesses. Additionally, UNDP's Gender Equality Strategy 2022-2025 and Digital Strategy 2022-2025 aim to build inclusive digital ecosystems that empower women through entrepreneurship.

The COVID-19 pandemic has emphasized the importance of digital entrepreneurship in Africa, with digital entrepreneurs playing a key role in supporting recovery efforts. In order to fully harness the potential of digital entrepreneurship for inclusive economic growth in Algeria, there must be a strong focus on developing the digital skills and literacy of African youth and women. By doing so, they can drive the continent's digital transformation agenda through digital entrepreneurship.

7. Recommendations.

These recommendations are designed to tackle the obstacles encountered by women entrepreneurs in Algeria by supplying them with the necessary tools, resources, and support systems to thrive in the digital age of entrepreneurship

- ✓ Encourage and guide women towards establishing businesses, especially in sectors like food processing and crafts. This can be achieved through communication and mentoring programs to foster entrepreneurship among women.
- ✓ Implement training programs in business management for women, incorporating an "entrepreneurship" model at various education levels, such as university and vocational training.
- ✓ Develop networks for women entrepreneurs to offer valuable contacts, general information, and more specific guidance about entrepreneurship. This will assist them in forming important connections within the business sector.
- ✓ Create a specialized program to conduct research on women entrepreneurs and

develop public policies better suited to their specific needs in this area.

✓ Establish documentation and information centers to educate and raise awareness of women about their professional rights and opportunities, empowering them with knowledge.

✓ Enhance methods of providing information about current policies and actions in place to promote very small enterprises (VSE) and small and medium-sized enterprises (SME) operated by women.

✓ Foster women's independence by promoting part-time work through legislation that allows women to balance professional activity with domestic responsibilities.

✓ Integrate a support service for women into legal, management, and project management within different financial support schemes established by the Algerian State (ANSEJ, CNAC, ANGEM, etc.).

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