

Entrepreneurship In The Digital Era: A Systematic Literature Review

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Abstract

This research aims to identify, analyze, and synthesize relevant literature on entrepreneurship in the digital era through a Systematic Literature Review (SLR) approach. Digitalization has significantly changed the entrepreneurial paradigm, driving the emergence of new business models, expanding market access, and requiring entrepreneurs to have adequate technological, cognitive, and social skills. This review analyzed 11 selected scholarly articles from reputable databases such as Scopus, Emerald, Sciencedirect, and SpringerLink, published between 2020 and 2025. The review shows that digital entrepreneurship is strongly influenced by technology adoption, organizational readiness, and individual factors such as digital efficacy. The research also uncovered gaps in the literature, such as the lack of studies in developing country contexts, the role of human factors in SMEs' digital transformation, as well as the need for integration of psychosocial factors. This study offers a new conceptual framework and model to support the development of sustainable and adaptive digital entrepreneurship.

Keyword: Entrepreneurship, digital era, Systematic literature review

INTRODUCTION

The development of digital technology has significantly changed the outlook of entrepreneurship. Digitalization not only accelerates business processes, but also creates new entrepreneurial models that are no longer bound by geographical boundaries and organizational structures. Digitalization is an important issue in current development efforts, both by national and international organizations and non-governmental and developing countries (Tang, Du, and Deng 2025). According to Ghauri, Fu, and Minayora (2022), Digitalization is one of the most relevant trends that produce revolutionary changes in society and business. This phenomenon



is known as entrepreneurship in the digital era, a form of entrepreneurship that utilizes digital technology as the main foundation in creating, managing, and developing businesses.

As technology continues to influence the way consumers behave and how businesses are run, entrepreneurs are using digital platforms to increase innovation and stay competitive (Yuan and Yang 2024). Adopting technological tools or means is not enough, while new and most articulated technical, sociological and cognitive skills are required to work successfully in the digital environment. In such a scenario, companies must enhance their capabilities and inclinations to benefit from digitalization opportunities (Floris & Dettori, 2020; Hervé et al., 2020).

Three factors determine market orientation in digital entrepreneurship: technological skills to sustain digital ventures, tools to manage information-rich business environments and knowledge of the broader and more diverse markets available to digital firms compared to non-digital firms. New digital entrepreneurs must identify and master the technologies needed to operate their businesses.

In this digital age, companies and entrepreneurs must constantly update and improve their technology to stay competitive and survive in the market. Companies must keep up to date with the latest technology and innovate to maintain their competitiveness. In this regard, entrepreneurs should pay attention to the latest trends and utilize technology to improve the efficiency and productivity of their business. Overall, technology plays a key role in the sustainability of businesses and entrepreneurs.

This systematic literature review aims to consolidate existing research on digital entrepreneurship, investigating how digital technologies affect entrepreneurial procedures, business models as well as market dynamics. One of the key areas examined is the influence of digital technologies on the entrepreneurial ecosystem. Digital platforms facilitate connections, information exchange, and resource availability, allowing entrepreneurs to connect with mentors, investors, and peers from around the world.

In addition, this review brings to light new business models brought about by the digital revolution. Innovations such as e-commerce, subscription services and platform-based businesses demonstrate how entrepreneurs are adjusting to changes in customer preferences and technological advances. (Singh et al. 2024) indicate that successful digital entrepreneurs often prioritize adaptability and flexibility, leveraging data analytics to make decisions quickly and accurately. This transformation emphasizes the importance of digital understanding and strategic use of technology in determining entrepreneurial outcomes.

Various studies have examined the dynamics of digital entrepreneurship from different





perspectives. For example: (Fraccastoro, Vanninen, and Gabrielsson 2024) highlighted how digital transformation drives entrepreneurial internationalization through the concept of Digital Entrepreneurial Internationalization (DEI). On the other hand, (Sagala and Óri 2024) focused on the success factors of digital transformation in the context of small and medium enterprises (SMEs), emphasizing the importance of organizational readiness and adaptation. (Zang et al. 2024) also added that digital opportunities arising from technological advances need to be strategically understood by businesses in order to be maximally utilized.

In addition, (D'Angelo et al. 2024) raised the issue of corporate entrepreneurship (CE) in the digital era, as well as the urgency to develop a research agenda that is relevant to technological developments. (Olan et al. 2024), (Lamine et al. 2023), and (Bejjani, Göcke, and Menter 2023) generally examine how digitalization affects the definition, practice, and characteristics of modern entrepreneurship. Meanwhile, (A. Yadav 2021) highlights the drivers and barriers of digital entrepreneurship, particularly in the context of individual readiness and access to technology.

However, there are several research gaps that have not been widely explored. First, there is a lack of studies that directly link digitalization and business internationalization in the context of developing countries. The DEI concept offered (Fraccastoro, Vanninen, and Gabrielsson 2024) is still dominantly used in the context of developed countries. Second, studies on the digital transformation of MSMEs generally focus on technological aspects, whereas human factors such as digital leadership, organizational culture, and individual competencies also play an important role (Sagala and Óri 2024). Third, there is no systematic classification of the types of digital opportunities across industries (Zang et al. 2024). In addition, although the concept of corporate entrepreneurship has been discussed, not many studies have addressed the dynamics of digital CE in non-technology sectors (D'Angelo et al. 2024).

In terms of definitions and conceptual frameworks, the existing literature still shows disagreement in defining digital entrepreneurship and distinguishing it from conventional entrepreneurship (Lamine et al. 2023) and (Bejjani, Göcke, and Menter 2023). Lastly, there is limited research that integrates psychosocial factors, such as digital self-efficacy and digital social pressure, as factors influencing digital entrepreneurship success (Yadav, 2021).

Based on these gaps, this research offers several novelty, namely:

1. Developing a Digital Entrepreneurial Internationalization (DEI) model tailored to the context of developing countries.
2. Developing a framework that integrates technological, organizational, and individual aspects in entrepreneurial digital transformation.





3. Develop a classification of digital opportunities across industry sectors based on their level of technology readiness and adoption.
4. Develop a typology mapping of digital entrepreneurs (digital-born, digitally-transformed, and traditional entrepreneurs) with a psychosocial approach.
5. Propose a new model of how psychological and social factors play a role in the success of digital entrepreneurship, particularly in managing the pressures of technology adaptation and business sustainability.

In the current era where the smallest tasks have been taken over by technology, there is a need for new and upcoming businesses to keep up with technology. Entrepreneurs in this digital era must be aware of the changing scenario. Therefore, this study aims to identify and provide an overview of entrepreneurship in the digital age, the driving and inhibiting factors of entrepreneurship in the digital age and to propose future research directions to advance this field.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is arguably the core of any kind of venture or business that wants to grow and thrive. Entrepreneurship is an ability, process, or activity related to creating, managing, and developing a business or business with the aim of generating value, both in the form of financial gain and social benefits.

In this regard (Sagala and Őri 2024) proposed entrepreneurship as a catalyst that links new technological resources with economic growth at the micro level. Related to that view, we argue that endogenous growth theory is still relevant to understand the important role of technology in the micro sector, as business entities are the main actors in utilizing new technology and transforming it into economic growth.

An entrepreneur needs not only a great idea, but also the courage to take risks, creativity to find new solutions, and the ability to manage existing resources. For example, an entrepreneur may see the trend of healthy food as a business opportunity and start a subscription-based healthy catering business. In the process, he has to think about raw materials, work teams, marketing strategies and finances. That is the real form of entrepreneurship: recognizing an opportunity, setting a strategy, and executing with limited resources. The hallmarks of entrepreneurship include:

1. Innovation: Creating or updating an existing product/service.
2. Creativity: Generating new ideas that are unique and solutive.





3. Risk-taking: Dare to try despite uncertainty.
4. Managerial: Able to manage finances, teams and operational processes.

In conclusion, entrepreneurship is a process that involves creating, managing and developing new businesses based on existing opportunities. The essence of entrepreneurship is to create value in the form of both profit and social impact through innovation, creativity, risk-taking, and managerial skills. In the modern context, entrepreneurship is a key driver of economic growth and social innovation.

Digital Era

Digitalization is the process of converting from analog to digital by using digital technology and data with automatic operation systems and computerized systems. The digital era refers to a time when human life is strongly influenced by advances in digital technology. One of the main characteristics is the existence of the digitalization era, namely: the process of changing everything that is manual or analog into all digital and automatic. For example, people used to have to come to the store to shop, but now they can shop from home through applications. That's the result of digitization in the world of commerce.

Digital technology is widely regarded as one of the most powerful drivers of entrepreneurship, strongly influencing entrepreneurial processes, outcomes, and agency (D'Angelo et al. 2024). Digitalization is not only limited to changing the form of documents into digital files, but also changing the way of working, the way of communication, and the way decisions are made. In a business context, digitalization allows companies to work faster, more efficiently, and accurately because many of the processes are assisted by computerized systems, automation, and artificial intelligence (AI).

In conclusion, the digital era brings major changes in the way humans work, communicate, and live their daily lives through the application of digital technology and automation systems. Digitalization not only changes processes to be more efficient, but also requires organizations to undergo a thorough transformation to remain relevant and competitive. Therefore, understanding and utilizing digital technology is very important in today's business world.

Systematic literature review (SRL)

Systematic Literature Review, or in academic terms called Systematic Literature Review (SLR), is a research method that aims to collect and analyze previous research results in a thorough and structured manner. The goal is not only to find out what has been researched, but





also to find patterns, research gaps, and research directions that may need to be developed.

The Systematic Literature Review (SLR) approach is a systematic approach to scanning information or knowledge resources and developing a focused plan for conducting literature analysis, including aspects of explanation, and details (Paul et al. 2023). SLR is considered an indispensable approach to synthesize findings from a number of research articles. Unlike ordinary reviews that tend to be subjective, SLR is conducted with strict steps so that the results are reliable and unbiased. These steps include:

1. Define a clear research question.
2. Determining inclusion and exclusion criteria (which studies should be included, which should not).
3. Search for articles from trusted databases such as Scopus, Google Scholar, or IEEE.
4. Analyze and synthesize the results of relevant studies.

A simple example is this: if we want to know “what is the impact of social media on small businesses”, then we will search for all studies that have addressed this topic, then filter out the most relevant ones, and conclude what the general findings are. SLR is very useful in academia and research because it can provide a comprehensive understanding from many sources, not just from one or two opinions.

In conclusion, Systematic Literature Review (SLR) is a scientific method used to collect, analyze, and conclude the results of previous research systematically and objectively. By following strict procedures, SLR helps researchers understand the development of knowledge on a topic, identify research gaps, and formulate future research directions. This method is essential in building a strong and reliable theoretical basis in scientific research.

METHOD

Research Design

This research is a qualitative descriptive analysis that aims to explore in depth the various entrepreneurship in the digital era. This research uses a systematic literature review (SLR) to understand entrepreneurship in the digital era, the factors that drive and inhibit entrepreneurship in the digital era and to propose future research directions. The articles used are those from the last five years (2020 - up to 2025). Systematic literature review (SLR) is very useful in integrating findings from several studies relevant to the research topic. The combination of relevant findings occurs by using the prism method in a systematic literature review (SLR). The prism method will provide a methodological framework for searching, assessing and synthesizing relevant literature to comprehensively understand current research



results. In addition, this study will determine the objectives, always relevant literature, use the appropriate literature, synthesize and analyze the results, and present the discussion.

Data and Literature Search

The first stage carried out by researchers is to determine the aspects observed or analyzed based on the research topic. Then the researcher will conduct a review of the relevant literature separately on the aspects that will be observed or analyzed in the study. The relevant literature was collected from the most reputable and comprehensive databases, such as, Scopus, Emerald Publishing, Sciencedirect, and SpringerLink. The following relevant literature was collected from comprehensive databases, namely “entrepreneurship” and “digital era”.

Table 1: Search strings in Emerald Publishing, Sciencedirect and SpringerLink

Databases	Keywords
Emerald Publishing	TITLE-ABS-KEY“entrepreneurship” and “intrapreneurship” AND “digital era and digitalization”
Sciencedirect	“entrepreneurship” and “intrapreneurship” AND “digital era and digitalization”
SpringerLink	“entrepreneurship” and “intrapreneurship” AND “digital era and digitalization”

Source: processed by researcher, 2025

Literature Screening Criteria

Researchers used inclusion and exclusion criteria in selecting the literature that would be the source of the paper. Literature that meets the inclusion criteria or relevant literature, as follows, (1) literature related to the digital era and digitalization, (2) literature related to entrepreneurship and intrapreneurship (3) literature published in the last 5 years (2022-2025), (4) literature written in English. While literature that meets the exclusion criteria or irrelevant literature, such as (1) literature from books, (2) literature that is not written in English, (3) literature that cannot be accessed, and (4), literature that is not part of the research topic. All literature will be subjected to a further review process by the researcher to match the research starting from the title, abstract, keywords, content and conclusion of the literature that will be used as a reference source.

RESULTS AND DISCUSSION

Literature Identification

Researchers collected articles published from 2020 to April 2025 as relevant literature to be included in this research analysis. Searching the Emerald database resulted in 851 articles, the Sciencedirect database resulted in 140 articles, and the SpringerLink database resulted in 39 articles. The total number of articles from the 3 databases was 1,030, but after identification that was in accordance with this research article there were 826 articles. 826 articles were filtered based on 4 criteria in the inclusion process, there were 141 articles. The 141 research articles will be selected again based on the criteria of judu, abstract and results resulting in 65 suitable articles. In the last stage, 65 articles will be selected based on relevant research objectives in accordance with the title. The selection results are 11 articles that are relevant to the objectives in this study.

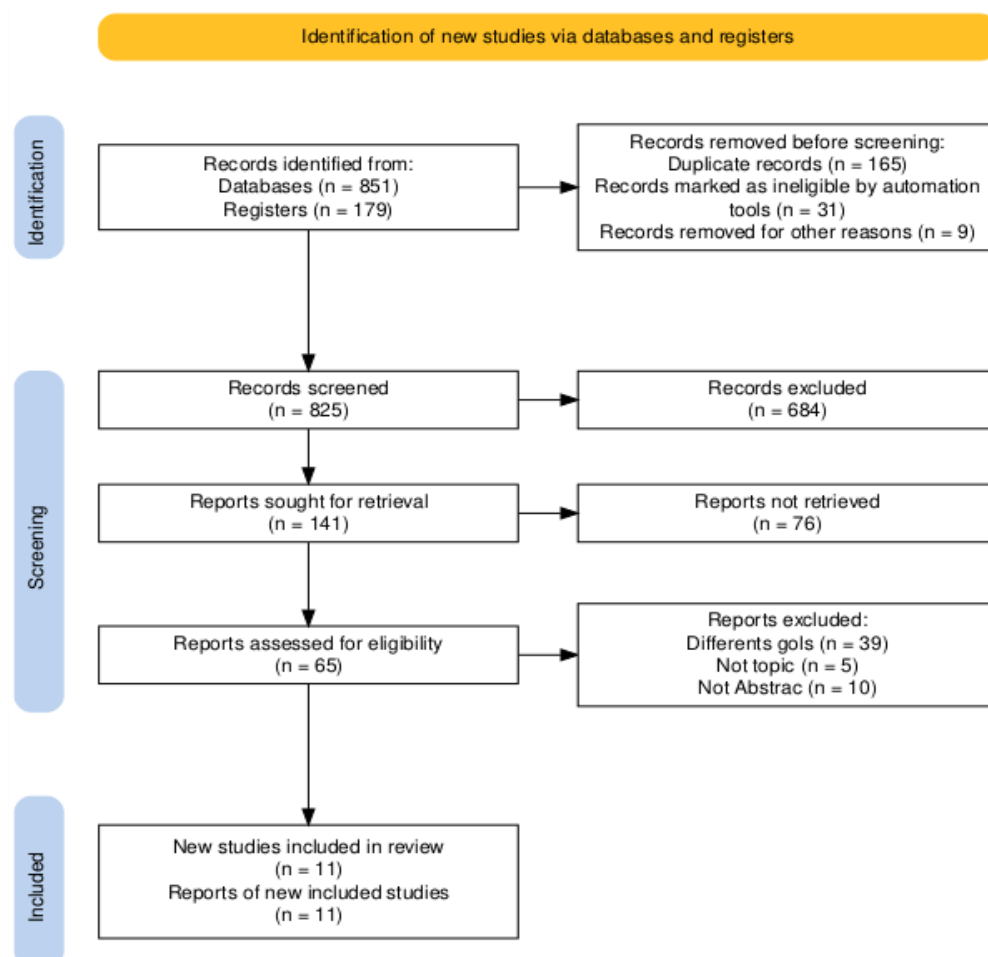


Figure 1: Identification of Literature through Emerald, Science direct and Springer Databases

Table 2: Resume of Research Articles Relevant to this Study

Author (s) & Tahun	Tujuan	Link
(Fraccastoro, Vanninen, and Gabrielsson 2024)	Memberikan gambaran transformasi digital serta bagaimana hal tersebut mempengaruhi kewirausahaan dan internasionalisasi, dengan fokus pada area riset yang disebut sebagai digital entrepreneurial internationalization (DEI)	https://doi.org/10.1016/j.ibusrev.2025.102455
(Bejjani, Göcke, and Menter 2023)	Memberikan gambaran kewirausahaan digital dan perbedaannya dari kewirausahaan pada umumnya	https://doi.org/10.1016/j.techfore.2023.122372
(Kreiterling 2023)	Penelitian ini bertujuan untuk memahami dampak inovasi digital terhadap pertumbuhan bisnis, produktivitas, dan transformasi social, sekaligus mengeksplorasi faktor-faktor yang mempengaruhi keberhasilan serta hambatan yang muncul dalam penerapan inovasi digital oleh wirausahawan.	https://doi.org/10.1186/s13731-023-00320-0
(D'Angelo et al. 2024)	Tujuan dari penelitian ini adalah untuk memberikan pemahaman menyeluruh mengenai corporate entrepreneurship (CE) di era digital, serta untuk menyusun agenda penelitian yang akan datang terkait CE yang dipengaruhi oleh teknologi digital	https://doi.org/10.1007/s11846-024-00730-8
(Olan et al. 2024)	Untuk memberikan pemahaman yang lebih baik tentang fenomena kewirausahaan digital.	https://www.emerald.com/insight/content/doi/10.1108/ijebr-02-2023-0219/full/html
(Lamine et al. 2023)	Memberikan gambaran dampak teknologi digital terhadap kewirausahaan, termasuk bagaimana teknologi tersebut mengubah definisi dan praktik kewirausahaan	https://doi.org/10.1016/j.technovation.2023.102823

(Paul et al. 2023)	Tujuan penelitian ini adalah untuk melakukan kajian literatur sistematis tentang Digital Entrepreneurship guna memahami konsep, tema, konteks, dan metodologi yang digunakan dalam penelitian di bidang ini.	https://doi.org/10.1016/j.ibusres.2022.113507
(Fernandes et al. 2022)	Tujuan penelitian ini adalah untuk memetakan literatur akademik tentang kewirausahaan digital, sehingga dapat memahami berbagai pendekatan, tren, serta celah penelitian di bidang tersebut.	https://doi.org/10.1016/j.techsoc.2022.101979
(Sagala and Ōri 2024)	Mengidentifikasi faktor-faktor keberhasilan inti dari transformasi digital SMEs (usaha kecil dan menengah) untuk mencapai keberhasilan bisnis.	https://doi.org/10.1007/s10257-024-00682-2
(Zang et al. 2024)	Membahas bagaimana perusahaan dapat secara efektif memahami dan menggunakan peluang digital yang dihasilkan oleh teknologi digital dan bagaimana mereka dapat meningkatkan kemampuan mereka untuk mewujudkan transformasi digital dan beradaptasi dengan perkembangan era ekonomi digital.	https://www.emerald.com/insight/content/doi/10.1108/cms-09-2023-0489/full/html
(U. S. Yadav et al. 2023)	Untuk memberikan gambaran tentang faktor pendorong dan penghambat kewirausahaan di era digital	https://doi.org/10.1186/s13731-023-00337-5

Source: processed by researcher, 2025

From the eleven journals that have been identified as appropriate and relevant to the research, three journals discuss the driving and inhibiting factors of entrepreneurship in the digital era. The three journals are (Kreiterling 2023; Sagala and Ōri 2024; U. S. Yadav et al. 2023). Six articles discuss how entrepreneurs can effectively understand and use digital opportunities generated by digital technologies, understand the concepts, themes, contexts and methodologies used in research in the field of entrepreneurship in the digital age. The six articles are (Bejjani, Göcke, and Menter 2023; Olan et al. 2024; Lamine et al. 2023; Paul et al. 2023;

Fernandes et al. 2022; Zang et al. 2024). One article discusses that the purpose of this research is to provide a comprehensive understanding of corporate entrepreneurship (CE) in the digital era, as well as to set an agenda for future research on CE influenced by digital technology. One article is (Fraccastoro, Vanninen, and Gabriellsson 2024) and one article discusses the purpose of this research is to provide a thorough understanding of corporate entrepreneurship (CE) in the digital age, as well as to set the agenda for future research related to CE influenced by digital technology, namely research from (D'Angelo et al. 2024).

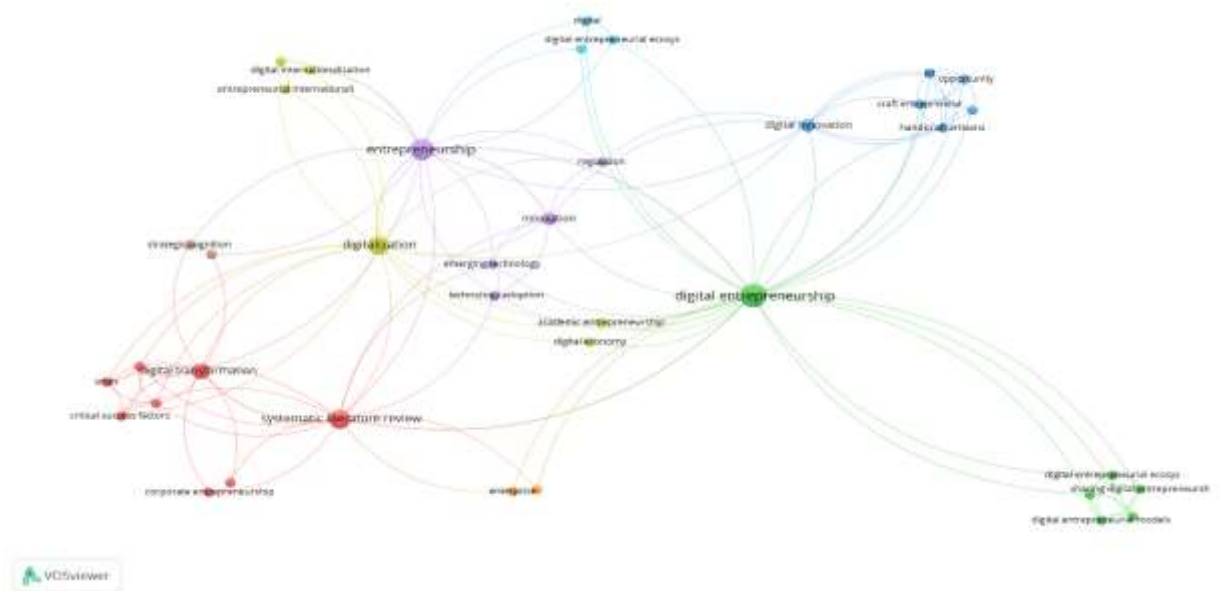


Figure 2: VOSviewer Visualization

The visualization using VOSviewer shows the mapping of keyword co-occurrence in the literature on entrepreneurship in the digital era. Each circle (node) in the visualization represents a keyword that appears frequently in academic documents, with the size of the circle reflecting the frequency of occurrence of the word. The most dominant keyword is "digital entrepreneurship", which is at the center of most of the relationships between topics. This indicates that the term is the main focus of the existing literature, and serves as a hub for various other themes that emerge in the research.

Different colors indicate topic groups or thematic clusters. For example, the green cluster represents topics that are very close to the core of digital entrepreneurship, including ecosystems, business models, and digital entrepreneurship sharing. The purple cluster shows a

close relationship between entrepreneurship in general and technology innovation and adoption. On the other hand, the red cluster leads to systematic literature review-based research and related topics such as digital transformation and corporate entrepreneurship, which are important parts of strategic studies in the digital business domain.

In addition, the blue cluster draws attention to issues related to craft entrepreneurship and handicraft artisans. This shows that the literature is also starting to reach out to the creative economy sector and digitized culture-based small businesses. This is important, as it implies that digitization is not only impacting large technology companies, but also the informal sector and MSMEs.

The connecting lines between keywords reflect the frequency of linkages between topics within the same article. The thicker the line, the stronger the connection between the two keywords. This shows the close relationship between innovation, digital transformation, regulation, and business strategy in the context of digital entrepreneurship.

Overall, this visualization shows that digital entrepreneurship is a fast-growing and multidisciplinary field. There are close links between innovation, technology adoption, business transformation and new model development in the digital realm. The implication of this mapping is that research on digital entrepreneurship needs to continue to be developed in a collaborative and multidisciplinary manner, and take into account various contexts, ranging from large corporations to local artisans who are starting to adopt digital technology.

Based on the findings of the literature review, we suggest further research as follows:

1. Most of the primary research was conducted in developed countries, which presents gaps in research findings from specific regions. This situation results in limited knowledge of practitioners who can implement entrepreneurship in the digital era in developing regions, especially in Asian and African countries.
2. Given the diversity and interdisciplinary nature of digital entrepreneurship, future research should further explore the diversity and interdisciplinarity of digital entrepreneurship, such as digital social entrepreneurship, women entrepreneurship, and rural entrepreneurship. These studies can investigate the drivers, success elements and social impact by analyzing case studies of successful digital enterprises, especially focusing on the process of value creation and competitive advantage.
3. As digital entrepreneurship research is still in its infancy, there is a lack of a comprehensive synthesis of existing themes. Existing research often categorizes the field of entrepreneurship in this digital age into digital business models, entrepreneurial processes, platforms, ecosystems and education. Future research could refine these categories while integrating



new topics such as sustainability, inclusiveness and digital transformation to develop a more structured framework.

4. The concept of digital entrepreneurship ecosystems remains unexplored in the journal. Future efforts should aim to define this ecosystem, identify its essential components, and examine the dynamic interactions between the various digital entities within it.
5. In response to advances in digital technology and the aftermath of COVID-19, traditional businesses are increasingly embracing digital transformation to maintain competitiveness. Future studies can focus on successful digital transformation strategies, resource allocation, and organizational innovation in digital-adopting enterprises, which can serve as a practical reference for traditional businesses. In addition, examining how digital transformation aligns with sustainable development goals will provide deeper insights into the role of digital entrepreneurship in addressing economic and environmental challenges.
6. New technologies such as artificial intelligence (AI), big data and blockchain are reshaping the entrepreneurial process. Future research should examine their impact on decision-making, organizational structure and the evolution of the digital ecosystem, offering new insights into the future of entrepreneurship.

DISCUSSION

From the 11 journals that have been analyzed, it is explained that the research conducted by Fraccastoro, Vanninen, and Gabrielsson (2024) provides deep insight into the relationship between digital transformation and business internationalization processes, especially in the context of digital entrepreneurial internationalization (DEI). They highlight how digital platforms enable entrepreneurs to penetrate global markets more quickly and efficiently. Meanwhile, Bejjani, Göcke, and Menter (2023) focused on the fundamental differences between digital and conventional entrepreneurship. They point out that digital entrepreneurship relies more on technology, has high scalability, and tends to operate in a complex and fast-changing digital ecosystem.

Kreiterling (2023) added a perspective on how digital innovation not only drives business growth and productivity, but also impacts social transformation. However, he also revealed that there are significant barriers to the adoption of digital technologies, such as infrastructure limitations and resistance to change. In the context of large enterprises, D'Angelo et al. (2024) highlighted the importance of corporate entrepreneurship (CE) in the digital era. They set out a research agenda to understand how large organizations remain innovative through the adoption of digital technologies and an internal entrepreneurial culture.





Furthermore, Olan et al. (2024) attempt to provide a broader understanding of the digital entrepreneurship phenomenon by reviewing the social and cultural aspects that influence the mindset and strategies of digital entrepreneurs. In a similar direction, Lamine et al. (2023) discuss how digital technologies have not only changed the practice of entrepreneurship, but also its definition. Phenomena such as e-commerce, crowdfunding and platform-based businesses are becoming the new hallmarks of the modern entrepreneurial world.

To provide a strong theoretical foundation, Paul et al. (2023) conducted a systematic literature review that summarized the key concepts, methodologies and themes in research on digital entrepreneurship. They present a conceptual framework that is very useful for both researchers and practitioners. Fernandes et al. (2022) also mapped the academic literature, highlighting trends, approaches and research gaps in the field of digital entrepreneurship, while underlining the lack of agreement on the definition and scope of the term.

In the context of small and medium enterprises, Sagala and Őri (2024) identified key factors that determine the success of digital transformation in MSMEs. They found that factors such as digital leadership, technology adoption, and organizational readiness play an important role in such success. Zang et al. (2024) rounded out the discussion by discussing how companies can recognize and take advantage of the digital opportunities offered by technology. They emphasize the importance of adaptability and digital competency development for companies to thrive in the digital economy. Finally, U. S. Yadav et al. (2023) present a holistic view of the drivers and barriers of entrepreneurship in the digital era, covering aspects of regulation, culture, access to technology, and human resources.

Overall, these eleven journals provide a comprehensive foundation for understanding various aspects of digital entrepreneurship, ranging from definitions, practices, barriers, to adaptation strategies in the face of digital transformation.

CONCLUSION

This research confirms that entrepreneurship in the digital age is a complex and multidimensional phenomenon. Digital technology has not only become a tool, but has also reshaped the entire entrepreneurial ecosystem. This transformation encourages the emergence of new business models, opens up opportunities for internationalization, and demands adaptation in terms of technology, organizations and individuals. A review of the literature shows that digital entrepreneurs need to master technological skills, have flexibility in responding to market dynamics, and be able to manage the social and psychological pressures of digital change.





While the existing literature has extensively addressed digital entrepreneurship, there are still gaps that need to be bridged. Especially in the context of developing countries, the linkages between digitalization and internationalization, as well as the integration of psychosocial factors are less explored. Therefore, this study proposes a more holistic and relevant conceptual framework, and provides directions for future research to enrich the understanding and practice of digital entrepreneurship more broadly and inclusively.

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