ABSTRACT

Purpose: The objective of this research was to investigate how Digital entrepreneurship influences the achievement of entrepreneurial orientations within communication companies located in Tabuk region. To attain these goal, the researcher adopted an analytical descriptive approach and utilized a questionnaire as the primary tool for collecting data.

Theoretical framework: The theoretical basis is the literature on Digital Entrepreneurship and the Entrepreneurial Orientations.

Design/methodology/approach: Data was gathered quantitatively. The study involved study consisted of all Zain communication companies in Tabuk with a total of (6) branches, Mobily company with its (5) branches, and STC company with its branches its (5), where the total number of employees was (180).

Findings: According to the findings, indicate that the findings indicated that the overall average scores for both Digital entrepreneurship and entrepreneurial orientations were notably high. Furthermore, the results highlighted a statistically significant relationship between Digital entrepreneurship and its various dimensions, and the attainment of entrepreneurial orientations. Specifically, the variables that had a significant impact on entrepreneurial orientations were innovation and creativity, digital knowledge base, and the digital business environment.

Research, Practical & Social Implications: This study examines digital entrepreneurship as a crucial aspect of modern administration in entrepreneurial contexts. It explores the intricate facets of digital entrepreneurship, uncovering its implications for research, practical applications, and societal impact. Through a detailed analysis of the dynamic relationship between administration and entrepreneurial orientations in the digital realm, the research aims to provide valuable contributions to both academic knowledge and Different sectors.

Originality/value: The study's worth lies in the additional insights it gives into the rising Digital Entrepreneurship as one of the Applications of Contemporary Administration in the Entrepreneurial Orientations.

Keywords: digital entrepreneurship, applications of contemporary administration, entrepreneurial orientations.

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EMPREENDEDORISMO DIGITAL COMO UMA DAS APLICAÇÕES DA ADMINISTRAÇÃO CONTEMPORÂNEA NAS ORIENTAÇÕES EMPRESARIAIS

RESUMO

Objetivo: O objetivo desta pesquisa foi investigar como o empreendedorismo digital influencia a realização de orientações empresariais dentro das empresas de comunicação localizadas na região de Tabuk. Para atingir esse objetivo, o pesquisador adotou uma abordagem analítica descritiva e utilizou um questionário como ferramenta principal para a coleta de dados.

Estrutura teórica: A base teórica é a literatura sobre Empreendedorismo Digital e as Orientações Empresariais.

Design/metodologia/abordagem: Os dados foram coletados quantitativamente O estudo envolveu todas as empresas de comunicação da Zain em Tabuk com um total de (6) filiais, Mobily company com suas (5) filiais e STC empresa com suas filiais (5), onde o número total de funcionários foi (180).

Conclusões: De acordo com as conclusões, indicam que as conclusões indicaram que as pontuações médias globais tanto para o empreendedorismo digital como para as orientações empresariais foram notavelmente elevadas. Além disso, os resultados evidenciaram uma relação estatisticamente significativa entre o empreendedorismo Digital e as suas várias dimensões, e a realização de orientações empresariais. Especificamente, as variáveis que tiveram um impacto significativo nas orientações empresariais foram inovação e criatividade, base de conhecimento digital e ambiente de negócios digitais.

Pesquisa, Implicações Práticas & Sociais: Este estudo examina o empreendedorismo digital como um aspecto crucial da administração moderna em contextos empresariais. Ele explora as facetas intrincadas do empreendedorismo digital, descobrindo suas implicações para a pesquisa, aplicações práticas e impacto social. Através de uma análise detalhada da relação dinâmica entre a administração e orientações empresariais no mundo digital, a pesquisa visa fornecer contribuições valiosas para o conhecimento acadêmico e diferentes setores.

Originalidade/valor: O valor do estudo está nas percepções adicionais que ele dá sobre o crescente Empreendedorismo Digital como uma das Aplicações da Administração Contemporânea nas Orientações Empreendedoras.

Palavras-chave: empreendedorismo digital, aplicações da administração contemporânea, orientações empresariais.

1 INTRODUCTION

Digital entrepreneurship is an integration between the Digital entrepreneurship perspective (looking for an opportunity) and the strategic perspective (looking for advantage) in order to design and implement the entrepreneurial strategies that lead to welfare, where this integration is necessary for organizations. Kyrgidou and Hughes,
(2010) suggested (6) elements for strategic Digital entrepreneurship (determining opportunities, growth, innovation, risk-taking, resilience, vision). Kraus et al., (2011) proposed new dimensions (resources, abilities, strategy, Digital entrepreneurship, environment, organizational structure), where these dimensions contribute to establishing value by gathering between strategic and entrepreneurial elements which are administrated by managing the dynamic abilities and resources. Accordingly, we can conclude that the view which depends on resources has a role in shaping the strategic Digital entrepreneurship and enhancing welfare Kyrgidou and Hughes, (2010). Therefore, the integration between Digital entrepreneurship theory and strategic leadership and coming up with outcomes related to strategic Digital entrepreneurship help organizations and entrepreneurs navigate in their domain without competitors, since they generate unique resources that have a creative value for the community Studdard, L et al., (2009).

2 RESEARCH PROBLEM

Awareness about the future of Digital entrepreneurship and understanding its challenges is considered amongst the main issues in establishing entrepreneurial orientations, where organizations can't succeed unless they have an obvious vision about the future manifestations, especially during the current era. Indeed, this era witnessed increased interest in Digital entrepreneurship due to the increased developments in all the domains of life, which necessitated more commitment to business Digital entrepreneurship in order to determine the entrepreneurial orientations that enable them to cope with the changes by understanding the basics and requirements of Digital entrepreneurship according to investigated methodological steps; by doing so, organizations will form clear future visions to achieve the entrepreneurial orientations. Therefore, organizations have to do their best to achieve Digital entrepreneurship in the markets in which they work in order to compete effectively and be creative, not only by looking for real opportunities, but also by creating them.

In the light of the strong competition among the companies working in the domain of communication in Tabuk to achieve entrepreneurial orientations, Digital entrepreneurship has become as a basic requirement to provide planners with the various future methods for transmitting companies from the past and current domain into the expected or desirable future image; in this way, organizations will be more prepared for
the requirements and challenges of the future, and thus achieve the entrepreneurial orientations.

2.1 RESEARCH OBJECTIVES

This study aims to investigate the influence of digital entrepreneurship on the attainment of entrepreneurial orientations within communication companies operating in Tabuk. The primary objective involves the identification of this impact, accompanied by specific sub-objectives:

1. Assessing the impact of digital entrepreneurship, with a focus on the dimension of innovation and creativity, on the realization of entrepreneurial orientations in Tabuk's communication companies.

2. Examining the influence of digital entrepreneurship, particularly in terms of the dimension of the digital knowledge base, on the achievement of entrepreneurial orientations within communication companies in Tabuk.

3. Analyzing the impact of digital entrepreneurship, considering the dimension of the digital business environment, on the attainment of entrepreneurial orientations within communication companies operating in Tabuk.

2.2 RESEARCH IMPORTANCE

Success often eludes us unless we possess a clear vision of future trends, especially in the present era marked by heightened enthusiasm for Digital entrepreneurship owing to substantial advancements in diverse aspects of life. It is imperative to prioritize Digital entrepreneurship to discern a forward-looking vision that empowers us to navigate and embrace the ongoing changes, ultimately leading to success in the realm of Digital entrepreneurship. The pragmatic significance of this study is underscored by the potential benefits that various sectors can derive from its findings and recommendations. Grounded in a comprehensive theoretical exploration, the insights gleaned from this study hold the promise of being advantageous to the broader community.

2.3 RESEARCH HYPOTHESES

The main hypothesis posits that there is no statistically significant influence of Digital Entrepreneurship (comprising innovation and creativity, digital knowledge base, and the digital business environment) on attaining entrepreneurial orientations within
communication companies in Tabuk. The subsequent sub-hypotheses are extrapolated from this main hypothesis;

**H1.1:** There is no statistically significant impact of Digital Entrepreneurship, specifically in the dimension of innovation and creativity, on the attainment of entrepreneurial orientations in communication companies operating in Tabuk.

**H1.2:** There is no statistically significant impact of Digital Entrepreneurship, specifically in the dimension of the digital knowledge base, on achieving entrepreneurial orientations in communication companies working in Tabuk.

**H1.3:** There is no statistically significant impact of Digital Entrepreneurship, specifically in the dimension of the digital business environment, on achieving entrepreneurial orientations in communication companies working in Tabuk.

3 LITERATURE REVIEW

Bhardwaj et al. (2016) proposed that entrepreneurial vision serves as a catalyst for embarking on new endeavors, fostering benefits for both the entrepreneurial team and the organization. This is manifested in the form of fresh ventures, innovative business services and products, creative processes, self-renewal, risk-taking, proactivity, heightened competition, and the cultivation of social capital. These elements play a pivotal role in the emergence of internal digital entrepreneurship.

According to Luke Belinda et al. (2008), the responsibility of championing entrepreneurial vision predominantly rests with executive managers in senior leadership roles. Effective entrepreneurial leadership empowers stakeholders to concentrate on crucial tasks while striving to achieve personal and organizational objectives. Hence, a clear and comprehensible vision is essential, motivating individuals to perform tasks and fostering cultural cohesion, thereby facilitating the exchange of knowledge through logical competitive methods.

Thompson et al. (2008) and Howson Nicholas Calcina (2009) posit that digital entrepreneurship and strategy are intricately linked, both fundamentally centered on value creation. Ireland further expands on this concept, presenting management as a contextual framework for entrepreneurial business and wealth creation. The intersection of strategic management and entrepreneurial activity is evident, with six domains crucial to digital entrepreneurship and strategic management identified: innovation, networks,
globalization, organizational learning, growth, and senior management teams (Hitt, 2008).

The growing intersection of digital entrepreneurship and strategy has become increasingly prevalent. The recommendation is to incorporate strategic management into business decisions and commitments, with the aim of attaining a competitive edge and achieving above-average revenue. In alignment with this perspective, Ireland highlights the importance of considering networks, external alliances, resources, organizational learning, innovation, and globalization. Furthermore, Kuhn et al. (2010) define organizational digital entrepreneurship as an organizational-level phenomenon dedicated to generating cumulative and fundamental innovations, strategically contributing to the competitiveness of the organization.

Entrepreneurial organizations play a crucial role in systematically and continuously supporting innovations. In a highly competitive environment, entrepreneurial behavior is deemed essential for organizations to navigate and adapt to ongoing developments. Despite the diverse definitions of digital entrepreneurship, experts concur that it signifies a specific entrepreneurial pattern integrating the digital business environment while orchestrating economic and social mechanisms to transform resources and situations into practical outcomes.

Mitchelmore et al. (2010) and Ramachandran et al. (2009) posit that entrepreneurial orientation stands as a fundamental concept in strategic management literature. This orientation aims to achieve desired outcomes at the organizational level, fostering progress towards administrative preferences and the propagation of entrepreneurial behaviors and beliefs—essentials for the success of digital entrepreneurship. They propose that digital entrepreneurship involves the identification of opportunities, preparation to leverage them, acceptance and management of risks, and the organization of resources to create a competitive advantage.

Most scholars in economics and social psychology emphasize that digital entrepreneurship is a dynamic process rather than a static phenomenon, intrinsically linked to change and contingent upon decision-making. The intellectual underpinnings and manifestations of digital entrepreneurship are elucidated by Geneva (2004), Antoncic, Bostjan, and Scarlat (2005).
4 DIGITAL ENTREPRENEURSHIP IN BUSINESS

Before delving into the realm of Digital entrepreneurship in business, it's essential to establish a clear understanding of business strategy. Business strategy is the method by which organizations cultivate and leverage their existing competitive advantage, creating opportunities that contribute to shaping the organization's competitive edge in the future. Entrepreneurial activities, on the other hand, involve identifying and seizing entrepreneurial opportunities, particularly those overlooked by competitors or left untapped.

Eisenhardt et al. (2013) and Ojala (2019) introduce the concept of resilience within change management, proposing six key steps—improvement, adaptation, reform, renewal, experimentation, and time management—to transform Digital entrepreneurship into a standardized strategic practice. Hitt et al. (2009) emphasize that Digital entrepreneurship strategy involves integrating Digital entrepreneurship (focused on seizing opportunities) with strategy (aimed at gaining advantage), emphasizing the design and implementation of Digital entrepreneurship for wealth creation. Sebora et al. (2010) suggest that Digital entrepreneurship strategy entails organizations striving for high performance through immediate action in Digital entrepreneurship and strategic activities, achieving compatibility between the two. Hence, Digital entrepreneurship strategy entails a constant equilibrium between pursuing opportunities and exerting efforts to gain an advantage.

Kuratko et al. (2001) link Digital entrepreneurship strategies with various entrepreneurial dimensions, including recognizing opportunities, creativity, innovation, adaptability to change, commitment, competitive advantage development, growth, and persistence. Muafi et al. (2021) investigate digital entrepreneurship, framing it within the context of relying on digital technology for business entrepreneurship, engaging stakeholders through digital technology, and exploring emerging academic dimensions.

Ngoasong (2018), Kasasbeh et al. (2021), and Feldman (2015) contribute to the discourse on Digital entrepreneurship strategy. Ngoasong explores the impact of digital entrepreneurship on rare environmental resources, focusing on planning, local contexts, and the influence of information technology on entrepreneurship in Africa. Feldman defines entrepreneurial strategies as encompassing opportunity identification, readiness to exploit opportunities, risk acceptance and management, and resource organization for competitive advantage.
In summary, Digital entrepreneurship strategy refers to the organization's approach or the encouragement of specific dimensions—such as creativity, innovation, digital knowledge base, risk acceptance, and adaptation to the digital business environment—to compete, adapt, and thrive in the ever-evolving entrepreneurial landscape. This strategic approach is crafted by thoughtful individuals, focusing on both primary and secondary issues and opportunities, with the overarching goal of advancing the organization.

5 RESEARCH METHODOLOGY

The researcher employed an analytical descriptive approach, systematically elucidating fundamental theoretical concepts pertinent to the study by leveraging diverse references, periodicals, and scientific resources. Additionally, the investigation drew insights from prior studies and conducted a field study involving a sample of employees in Saudi companies dedicated to communication. The collected data were then presented numerically. This method facilitated the identification of employees' attitudes towards the study variables and their interrelationships. Furthermore, the study involved hypothesis testing and the subsequent analysis of results. A pivotal tool in this research was a questionnaire comprising axes that mirrored the study variables.

5.1 THE POPULATION AND SAMPLE

A thorough research investigation necessitates careful sampling, accurate measurement, and a sophisticated design and analysis, as highlighted by Beri (2006). Adhering to these principles, this study adopts a descriptive research design, employing the survey method to collect crucial data. This approach is consistent with the perspective of Hair et al. (2007), who recommend utilizing the survey method when evaluating the characteristics of the study population. The study population encompasses all branches of Zain communication companies in Tabuk (6 branches), mobily company with its (5) branches, and STC company with its (5) branches, totaling (180) employees. A comprehensive survey was administered to the entire study population, involving the distribution of (180) questionnaires, out of which (170) were returned. After excluding (5) questionnaires due to invalidity for analysis, (165) questionnaires remained valid for further analysis. For the purpose of data analysis, Descriptive Statistics were employed...
to analyze respondents' biodata and questionnaire responses. Additionally, Multiple Regression Analysis was utilized to test the hypotheses, using SPSS version 20.0.

5.2 DESIGNING THE STUDY INSTRUMENT

The research instrument was crafted based on a Likert 5-point scale. The questionnaire comprised various items aimed at gauging the attitudes of the participants toward the study variables. In this context, the independent variable was digital entrepreneurship, while the dependent variable was entrepreneurial orientations.

5.3 THE STATISTICAL PROCESSING METHOD

The study data was analyzed using SPSS Version 20, incorporating various statistical methods. The researcher employed the Cronbach alpha coefficient to assess reliability, frequencies and percentages to depict the study sample, means to gauge individual attitudes within the sample, correlation coefficient to evaluate the significance and direction of variable correlations, and simple linear regression to ascertain the influence of the independent variable on the dependent variable.

5.4 MEASURING THE RELIABILITY OF THE STUDY INSTRUMENT

There is no specific value on which we can depend to measure reliability; however, the value is accepted according to the prevalence of the phenomenon in the study community and the number of the items that measure the phenomenon. The value of reliability using Cronbach alpha for the variable of Digital entrepreneurship was (91.3%), while it was (82.8%) for the variable of entrepreneurial orientations. These values are considered as acceptable reliability values for the study instrument.

6 RESULTS AND DISCUSSION

6.1 THE ANALYSIS RESULTS FOR THE STUDY VARIABLES

In order to analyze study variables, the means and standard deviations were calculated for the responses of the sample individuals about the impact of Digital entrepreneurship on achieving entrepreneurial orientations.
Table (1) Means and standard deviations for the responses of the sample individuals

<table>
<thead>
<tr>
<th>Number</th>
<th>Items</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Innovation and creativity</td>
<td>3.863</td>
<td>0.91</td>
</tr>
<tr>
<td>2.</td>
<td>digital knowledge base</td>
<td>3.765</td>
<td>0.86</td>
</tr>
<tr>
<td>3.</td>
<td>digital business environment</td>
<td>3.802</td>
<td>1.18</td>
</tr>
<tr>
<td>4.</td>
<td>Entrepreneurial orientations</td>
<td>3.804</td>
<td>1.19</td>
</tr>
</tbody>
</table>

Table (1) revealed that the dimension of "innovation and creativity" had the highest mean, with a mean of (3.863), followed by the dimension of "digital knowledge base" with a mean of (3.765), and finally the dimension of digital business environment with a mean of (3.702), while the dependant variable "entrepreneurial orientations" had a mean of (3.804).

7 TESTING HYPOTHESES
7.1 THE MAIN HYPOTHESIS

H.1: There is no statistically significant impact for Digital entrepreneurship (innovation and creativity, digital knowledge base, digital business environment) on achieving the entrepreneurial orientations in the communication companies working in Tabuk.

The following sub-hypotheses are derived from the main hypothesis

Testing the first sub-hypothesis

H1.1.1: There is no statistically significant impact for Digital entrepreneurship according to the dimension of innovation and creativity on achieving the entrepreneurial orientations in the communication companies working in Tabuk.

Table (2) the analysis results for the first hypothesis

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>F-vale</th>
<th>R²</th>
<th>Beta</th>
<th>Correlation coefficient</th>
<th>Sig. level</th>
<th>Dependent variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation and creativity</td>
<td>13.724</td>
<td>0.796</td>
<td>0.243</td>
<td>0.890**</td>
<td>0.000</td>
<td>Entrepreneurial orientations</td>
</tr>
</tbody>
</table>

** Statistically significant at (0.01)  

Table (2) illustrates a positive correlation coefficient between innovation, creativity, and entrepreneurial orientations, with a correlation coefficient value of 0.890 at a significance level of (0.000). This suggests that a heightened focus on innovation and creativity corresponds to an increased capacity to realize entrepreneurial orientations, highlighting the fundamental connection between these variables. The results further
indicate a regression relationship, as evidenced by a statistically significant f-value of (13.724) at a 0.01 significance level.

Examining the preceding table, the determination coefficient ($R^2 = 0.796$) reveals that the dimension of innovation and creativity explains (79.9%) of entrepreneurial orientations, leaving the remaining percentage to be influenced by unaccounted variables not included in the regression model, along with potential errors resulting from sample selection and measurement precision. Additionally, the results show a Beta value of (0.243), signifying that innovation and creativity contribute to achieving entrepreneurial orientations by (24.3%).

Consequently, the rejection of the first sub-hypothesis is warranted, while the acceptance of the alternative hypothesis is supported. This affirms that there is a statistically significant impact of digital entrepreneurship, as per the dimensions of innovation and creativity, on achieving entrepreneurial orientations in communication companies operating in Tabuk.

7.2 THE SECOND SUB-HYPOTHESIS

**H1.1.2:** There is no statistically significant impact for Digital entrepreneurship according to the dimension of digital knowledge base on achieving the entrepreneurial orientations in the communication companies working in Tabuk.

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>F-value</th>
<th>$R^2$</th>
<th>Beta</th>
<th>Correlation coefficient</th>
<th>Sig. level</th>
<th>Dependent variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>digital knowledge base</td>
<td>6.488</td>
<td>0.582</td>
<td>0.624</td>
<td>0.775 (**)</td>
<td>0.000</td>
<td>Entrepreneurial orientations</td>
</tr>
</tbody>
</table>

Table (3) demonstrates a positive correlation coefficient between digital knowledge base and entrepreneurial orientations, with a correlation coefficient value of (0.775) at a significance level of (0.00). This indicates that a greater emphasis on the digital knowledge base is associated with an increased capacity to attain entrepreneurial orientations, highlighting the fundamental relationship between these two variables.

Furthermore, the results unveil a regression relationship between digital knowledge base and entrepreneurial orientations, with an f-value of (6.488), signifying statistical significance at (0.00). The determination coefficient ($R^2 = 0.582$) from the previous table implies that the digital knowledge base dimension explains entrepreneurial
orientations by (58.2%). The remaining percentage is accounted for by variables not included in the regression relationship, along with arbitrary errors resulting from sample selection and measurement accuracy.

Additionally, the outcomes indicate a Beta value of (0.624), denoting that digital knowledge base influences the ability to achieve entrepreneurial orientations by (62.4%). Consequently, we reject the second sub-hypothesis and accept the alternative hypothesis, affirming the statistically significant impact of digital entrepreneurship, specifically in the context of the digital knowledge base dimension, on achieving entrepreneurial orientations in communication companies operating in Tabuk.

7.3 THE THIRD SUB-HYPOTHESIS

**H1.1.3:** There is no statistically significant impact for Digital entrepreneurship according to the dimension of digital business environment on achieving the entrepreneurial orientations in the communication companies working in Tabuk.

Table (4) The analysis results for the third hypothesis

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>F-value</th>
<th>R²</th>
<th>Beta</th>
<th>Correlation coefficient</th>
<th>Sig. level</th>
<th>Dependent variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>digital business environment</td>
<td>1.489</td>
<td>0.645</td>
<td>0.415</td>
<td>0.748(**)</td>
<td>0.000</td>
<td>Entrepreneurial orientations</td>
</tr>
</tbody>
</table>

** Statistically significant at (0.01)Source Created by author

Table 4 discloses a positive correlation coefficient (0.748) between the digital business environment and entrepreneurial orientations, signifying a significant relationship at a significance level of 0.00. This implies that a heightened interest in the digital business environment corresponds to an increased capacity to attain entrepreneurial orientations, highlighting the fundamental connection between these two variables. Additionally, the results indicate a regression relationship between the digital business environment and entrepreneurial orientations, evidenced by a statistically significant f-value of 1.489 at 0.00.

The determination coefficient ($R^2 = 0.645$) from the preceding table reveals that the digital business environment explains 64.5% of entrepreneurial orientations. The remaining percentage is attributed to unaccounted variables in the regression relationship and arbitrary errors stemming from sample selection and measurement accuracy. Moreover, the results unveil a Beta value of 0.415, indicating that the digital knowledge
base influences the ability to achieve entrepreneurial orientations by 41.5%. Consequently, the third sub-hypothesis is rejected, and the alternative hypothesis is accepted, affirming a statistically significant impact of digital entrepreneurship within the digital business environment dimension on achieving entrepreneurial orientations in communication companies operating in Tabuk.

8 RECOMMENDATIONS

Drawing from both theoretical frameworks and practical field studies, the researcher has proposed several recommendations to instigate the implementation of digital entrepreneurship approaches for attaining entrepreneurial orientations within communication companies operating in Tabuk. These suggestions are outlined as follows:

Crafting a Clear Future Strategy:

Develop a comprehensive future strategy for the company, highlighting the utilization of highly skilled and capable employees as intellectual capital. Consider these individuals as a foundational element for realizing entrepreneurial orientations.

Cultivating an Entrepreneurial Organizational Culture:

Transform the prevailing organizational culture within the company into one that fosters entrepreneurship. Emphasize the importance of innovation, a digital business environment, and a willingness to take risks as fundamental strategies for achieving digital entrepreneurship.

Encouraging Strategic Planning Grounded in Digital Entrepreneurship:

Encourage companies to formulate strategic plans rooted in sound scientific principles related to digital entrepreneurship. Ensure the commitment of the entire workforce to the plan, emphasizing its responsiveness to the dynamic demands of both the market and customers.
REFERENCES


