

# **Entrepreneurial Digital Activities: Research Insight and Implication Evidences from Entrepreneurs' Perspectives in Jordan**

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## **Abstract**

digital entrepreneurial activities have become most crucial for the modern business entrepreneurs due to the growing changes among the business environments. This study aims to address the effects of the different digital entrepreneurial activities (entrepreneurial skills, entrepreneurial infrastructure, digital transformation) on the entrepreneurship from the perspective of the entrepreneurs in Jordan. To perform this research and fulfill the research objective, it used a quantitative research method to collect the data from entrepreneurs are running businesses in Jordan. To analysis the data, the study used PLS-SEM approach to conduct the analysis part with a total of 212 participants represent the entrepreneurs in Jordan. The results showed a significant effect of all hypothesized research statements and with a positive perspective of the entrepreneurs in Jordan towards this issue. The research findings also offered some research implications to support new evidence among the relevant literature, and would contribute to cover the existed knowledge research gaps for further insights in this area for better understanding in this topic.

**Keywords:** entrepreneurship, entrepreneurs, entrepreneurial digital, Jordan, SEM-PLS.

## **Introduction**

The emerging issues such as Covid-19 pandemic has increased the amount of the environment uncertainty and created a lot of complexity particularly within the economic aspect. This also encompasses recovery speed, government interventions, measures as well remedy policies. The changes further contribute among the changes in the people spending habits and business patterns which also influence their business viability during launching new business ventures (Soltanifar & Smailhodžić, 2021). In order to control these emerging events and complex situation over the business environment, many countries have integrated and implemented economic growth policies to overcome their economic troubles (Corvello et al., 2022). However, the entrepreneurship concept and its associated activities provide new behaviors with risk taking among current youth people resulting of the limited economic opportunities (Scheidgen et al., 2021). In according with the tough situations found in the most countries, the entrepreneurial actions under business uncertainties represent the core of the entrepreneurship research (Wang & Zhou, 2022), where the different types of entrepreneurial actions productive or unproductive result due to the difficulties the cause to solutions and study the surrounded various factors to support the response in business performance (Ngoasong,

2017). The literature in this setting shows that the entrepreneurs are facing business risks and uncertainty that cause a failure in the business, even if the uncertainties occur because of a crisis.

In accordance with the entrepreneurial activities, over the last recent years, many new generations of the businesses that equipped with the advanced digital technologies have become more important as a part of the businesses (Sussan & Acs, 2017). For example, the sectors of finance, telecommunications, advertising, and different Internet-based industry like real estate. The digitalization phenomenon provides new different technology and practices implications due to the rapid and transformational businesses changes (Purbasari et al., 2021). Also the new business ventures have been occurred from the emerging opportunities which arise because of this digitalization. However, the existing projects or businesses have also changed their operations from the offline business to online, and the "digital entrepreneurship" has formed as a form of the entrepreneurial activity (Gabrielsson et al., 2021). The usage of the digitization activities has largely contributed to the emergence of the advanced business platforms as avenue for customer loyalty, value creation, as well as innovation (Gupta & Bose, 2019). The common known of these businesses called business platformization since it mainly focuses on small businesses and self-employed people (Aliev & Bit-Shabo, 2020). On other hand, the fast-growing numbers of the entrepreneurs encourage the presence of the digital platforms that are inseparable from today's life and business like Small and Medium Enterprises (SMEs) (Cenamor et al., 2019). SMEs considered one of the most important economic drivers for many both developed and developing economies, and they are one of the largest source of the employment and contribute with a major share of the country Good Domestic Product GDP (Li et al., 2018).

Thus, the current research aim is to highlight the state of the digital entrepreneurial activities stated in the literature to provide up to date compilations of this main topic with the method discussed in the literature. Since, the digital entrepreneurship has become large concern issue and reflects the new ways of doing business, the enormous effects in the developing contexts like Jordan increase the importance of these activities such as social media platforms that are not only significantly change the business world, but also shape the ways the people run their business (Troise et al., 2022). At this point, Jordan lives in a world of digitalisation, and the digital tools used to develop the quality of business outcomes and success. At the end, addressing the entrepreneurial digital activities to provided further research insights and implications from entrepreneurs' perspectives in Jordan is the motivation of this research work.

## **Literature Review & Hypotheses Development**

There are many combinations with different dimensions and components between the technological aspects and entrepreneurship for the type of digital entrepreneurship are increasing. Hence, the digital entrepreneurship as a phenomenon that arises the key technological infrastructure and assets such as information technology and internet (Tang et al., 2022). In fact, the entrepreneurial infrastructure and activities that transform the main assets, services or key parts of the business into digital are considered as a digital entrepreneurship (Suroso et al., 2020). The definition of the digital entrepreneurship suggests this concept is seen as a subcategory of the entrepreneurship which is also a part that has become a physical across the traditional businesses and organizations (Belitski et al., 2021). Today's organizations have been digitized, hence they can be considered as a new shape of the traditional entrepreneurship which has new methods of establishing and

managing the digital business infrastructure in the digital era. In this stream, the literature stated that digital entrepreneurship mainly aims to provide advanced novel business opportunities that presented by the revolution of the social media and internet technology (Alhiary & Alsaket, 2021). However, the studies' findings also stated that the digital entrepreneurship is a business creation to generate additional income from digital applications across the networks systems. Based on the above discussion the study would formulate the following hypothesis:

H1: digital entrepreneurial infrastructure significantly influences the entrepreneurial activities from entrepreneurs' perspectives in Jordan.

Furthermore, the evidences argued that the digital entrepreneurship includes many different activities and agents which are involved in all business types to use the digital technology among the economic, social, or organizations which use this aspect (Alkhalailah, 2021). Davidson and Vaast (2010) indicated that the digital entrepreneurship when it compared with the traditional one has no longer entrepreneurs' functions. The social interaction within the digital environment as well as the material contexts of the digital technologies have been concentrated at the recent (Kitova et al., 2020). The digital ecosystem plays a role to create a digital entrepreneurship and the development of this ecosystem. The expected adjustments in the digital ecosystem associated with the provided products, services, and workplace as factors that can ultimately shape digital entrepreneurship activities (Jarrar, 2022).

The digital entrepreneurial mindset important for better understand for businesses with data-driven which the latter can help the organizations to prioritise emerging business opportunities from the digital technologies (Kooskora, 2021). The questionable issues occur of this issue can be utilized to evaluate whether the entrepreneurial enterprises are data-driven to use benefit from the opportunities while they arise from large amounts of data (Horst et al., 2020). There are several areas that considered as standard features for the data-driven businesses. The entrepreneurs run their data-driven business project to be able automate their businesses activities and operations for insights and incorporate them into business activities (Nambisan, 2017). The activities particularly assist the entrepreneurs to explore, assess and exploit the existed opportunities emerging from the digital technology. Accordingly, to be ready to accumulate within a variety of data systems and methods and aware about the appropriate data management, it is critical to shift the entrepreneurial mindset for the business in order to foster digital entrepreneurial culture (Hassan et al., 2022).

Further, digitalize the entrepreneurial activities importantly requires both of diligence and patience from the management to attempt steer their key operations into new directions depending on the digital skills of the emerged technologies (Ziyad, 2020). Although the limitations that linked with being skilled organizations through the entrepreneurial competences contribute to control the issues while occurred like losing works sights beyond the data processing and management through approach can't drive the markets (Ghauri et al., 2022). The innovative skills therefore can room in the entrepreneurship activity to improve more associated results. For example, the literature showed that the digital skills entrepreneurial for the cloud-enabled business activities enable providing solutions as a catalyst for business digitalisation of all activities (Elia et al., 2022). These skills cloud enhance both of flexibility and efficiency of all organizations' activities, particularly for those that arise from the critical digitalisation to digital entrepreneurship. This also could help the digital business to assess clearly and exploit the possible emerging opportunities like

employees and customers and to be able work together (Autio et al., 2018). Collaboration among the projects also without slow or unnecessary offline interaction can interoperate with the different cloud systems.

H2: digital skills significantly influence the entrepreneurial activities from entrepreneurs' perspectives in Jordan.

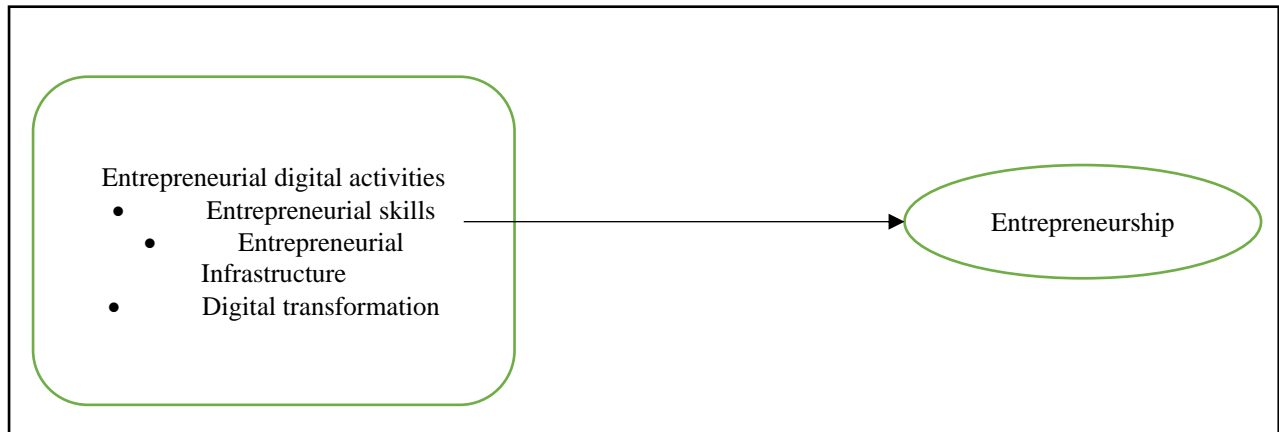
The literature debated the entrepreneurial transformational ecosystems confirmed the existed distinctive different opportunities that drive the modern entrepreneurs due to the methods that value the business activities and organize within the enterprises (Gorelova et al., 2021). The ways that can be used to exploit the digital affordance from the entrepreneurs are reviewed among the digitalization affordance which change the balance of spatial affordances in light of how the ability of the drivers and constrain the entrepreneurial activities with a cluster (Reuschke et al., 2021). For instance, transformation mechanisms of the Internet might substitute the correlational trust, hence reduce the dependence of emerging ventures on the digital proximity. On other hand, this could alleviate some legitimacy constraints which they burden the new business ventures and enables them with easy struggling the opportunities (Endres et al., 2022). The reducing of the dependency of the new projects ventures on the local intermediary can also reduce entrepreneurial actions. By improving the transformation into entrepreneurial capabilities of the new ventures to mobilize the momentum of the activities, the entrepreneurial transformations trigger the opportunity of the production, learning and innovation systems and the perspectives realize the significance of supporting the specialization opportunities with resources focus to improve the resource access and mobilize the opportunities (Song et al., 2022).

H3: digital transformation significantly influences the entrepreneurial activities from entrepreneurs' perspectives in Jordan.

## **Method**

This study research concerns with conducting a quantitative research approach to meet its objective. This method also interests with examining the sample perspectives about the research topic about the entrepreneurial activities from entrepreneurs' perspectives in Jordan. The hypothesized framework is given in Figure 1 which presents the hypothesized research factors. The framework also presents that the entrepreneurial digital activities (entrepreneurial skills, entrepreneurial infrastructure, digital transformation) which assumed have effects (entrepreneurship). The study sample included different sample considers entrepreneurs who creating project venture and enterprises in Jordan. The study used the convenience sampling approach for data collection purpose for easy touch with the target sample and collect required data (Etikan & Bala, 2017).

In addition, the study intends to broaden the participation in the current research through allowing more appropriate participants to ensure adequate representation of the study population with different characteristics for findings enrichment. The study used a survey questionnaire method in order to collect the data which is created based on the previous relevant studies after comprehensive screening and reviewing the literature (e.g Song et al., 2022; Nambisan, 2017; Kooskora, 2021). Measurements were validated by some reviewers to ensure the capacity of them to measure the respective factors involved in this work. The feedback was taken into consideration and the modifications prior finalize the final version of the survey. The frame time of the data collection was extended some weeks, with a total of 212 Jordanian entrepreneurs.



**Figure 1.** *Conceptual Research Framework*

The measurements of the research were measured by using five-point Likert scale ranked from strongly disagree to strongly agree which they coded with a unique code for analysis procedures. The study selected the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to conduct the key analysis procedures which include important statistical results such as path coefficients, validity and reliability of the measurements. The method is importantly recommended to be used in the social studies because of the critical novel tests and analysis procedures can be provided in this approach (Hair et al., 2019).

The benefit of using and selecting this approach comes its ability the carry out a study and analyze it with many different factors at once in a single model. The empirical results furthermore suggested using this analysis in the different studies field because of the validity and reliability could be given while using the PLS-SEM software (Hair et al., 2019). However, this study also aims to conduct two common types of research models namely measurement and structural model in order to validate the proposed research framework as well test the measurements' reliability by using important types of the validity like convergent validity, but the structural model is mainly used to test the research hypotheses (Hair et al., 2017).

## Results

The study results are given through using the program of SmartPLS3 which generally provides the key results and can help the researchers to have clear perspectives about the research findings (Sarstedt et al., 2016). Further, PLS-SEM approach also presents better understanding about the research issues that being discussed and it can handle with a complicated issue among the proposed research model (Hair et al., 2017). In general, the study results have run two types of models as stated previously which presented in the next sections.

### **4.1 Measurement model assessment**

The measurement model of the current study is assessed through validity assessment to check the validity of the study measurements and their capacity to measure the targeted constructs. Hair et al. (2017) stated some different statistical analysis to be conducted and achieved this analysis, for example the factor loadings of the items or indicators which explain the variance of these items and how they can measure the variables. The common reliability analysis in this setting is conducted through the analysis of Average Variance Extracted AVE, Composite Reliability CR and Cronbach's Alpha in PLS-SEM analysis (Afthanorhan et al., 2020). The measurements' reliability is the most important aspect in the measurement model analysis, therefore this study perform this analysis in order to check the reliability issues in the

PLS-SEM. Table 1 illustrates these results of using the convergent validity by AVE and CR, the findings showed good outputs of the measurement model which mostly achieved satisfactory levels. And the results also indicated good ranges of >0.50 and >0.70 accordingly associated with the convergent validity (Fornell & Larcker, 1981). Moreover, the study results of the measurement model asserted the constructs' reliability and validity. The first run of this model found some low factor loadings indicators (<0.70) but mostly the research variables' validity and reliability were good (>0.50 and >0.70) except the entrepreneurship with AVE <0.50 which suggest to delete the lowest factor loading indicator Q17 (0.64), so the new results as presented in the table below.

**Table 1.** *Descriptive Statistics, Validity, & Reliability*

Construct	Items	Mean	SD	FL	Alpha	CR	AVE
Entrepreneurial skills	Q1	3.71	0.826	0.82	0.83	0.88	0.66
	Q2	3.74	0.852	0.81			
	Q3	3.73	0.848	0.82			
	Q4	3.69	0.895	0.79			
	Q5	3.83	0.715	0.70			
Entrepreneurial infrastructure	Q6	3.53	0.781	0.74	0.73	0.83	0.55
	Q7	3.62	0.668	0.78			
	Q8	3.70	0.737	0.73			
	Q9	3.69	0.706	0.81			
Digital transformation	Q10	3.63	0.753	0.77	0.76	0.84	0.58
	Q11	3.74	0.799	0.79			
	Q12	3.62	0.826	0.67			
	Q13	3.60	0.787	0.71			
Entrepreneurship	Q14	3.61	0.798	0.76	0.76	0.84	0.51
	Q15	3.52	0.763	0.72			
	Q16	3.61	0.774	0.69			
	Q17	3.55	0.845	Deleted			
	Q18	3.58	0.796	0.70			

\*SD= standard deviation; FL=factor loadings

Another important analysis was conducted in this study related to the validity using another different type of validity is discriminant validity that in general run to assess how the research constructs are correlated between each other or represent a unique factor. Henseler et al. (2015) indicated this type of validity and the associated procedure common critical needed analysis called Fornell-Larcker and Heterotrait-Monotrait (HTMT) that importantly used to indicate the variables interrelations. The results given in Table 2 and Table 3 which they were calculated by the square root the AVE (Fornell & Larcker, 1981). Further, the measurement model revealed good results of this type of validity, moreover the study involved with another approach of HTMT to evaluate this validity. The results presented in Table 3 showed that the HTMT have met good threshold of ( $\leq 0.90$ ) (Kline, 2011).

**Table 2.** *Fornell-Larcker Criterion*

Variables	1	2	3	4
1 Entrepreneurial skills	<b>0.744</b>			
2 Entrepreneurial infrastructure	0.605	<b>0.814</b>		
3 Digital transformation	0.741	0.545	<b>0.719</b>	
4 Entrepreneurship	0.706	0.606	0.750	<b>0.766</b>

**Table 3. Heterotrait-Monotrait (HTMT) Ratio**

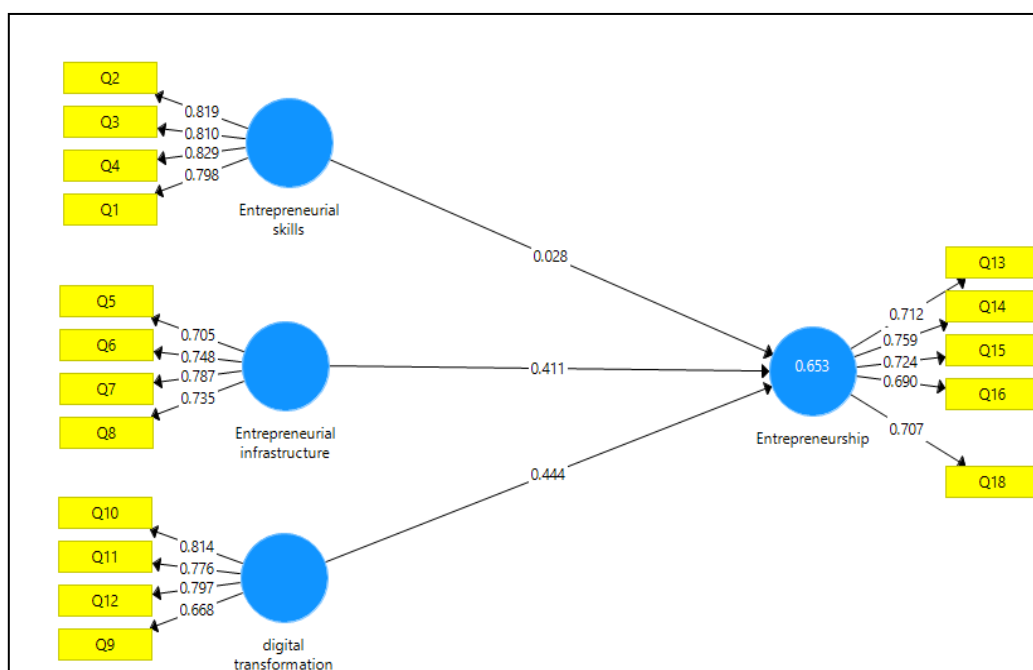
Variables		1	2	3	4
1	Entrepreneurial skills				
2	Entrepreneurial infrastructure	0.768			
3	Digital transformation	0.782	0.671		
4	Entrepreneurship	0.653	0.749	0.875	

**4.2 Structural model assessment**

The study also conducted the second type of analysis of the structural model through the approach of PLS-SEM. The procedures of the structural model encompass major suggested analysis widely conducted over many different research works to test the research hypotheses. Hair et al (2017) indicated this critical analysis procedures which generally conducted make a conclusion about the hypothesize model and assess the model goodness. In this setting, this study depends on the common tests in this analysis such as path estimates, t-value and p-value which help to make a clear decision about research hypotheses. The analysis used the bootstrapping approach as illustrated in Figure 1 to obtain the results of direct effects as found in Table 4. The results showed that the entrepreneurial digital activities through (entrepreneurial skills, entrepreneurial infrastructure, and digital transformation) had a significant influence on entrepreneurship ( $p < 0.05$ ), thus the findings confirmed all stated research hypotheses.

**Table 4. Hypotheses Testing**

	Hypotheses	Beta	T-value	P-value	Result
<b>H1</b>	entrepreneurial skills → entrepreneurship	0.028	1.954	0.047	Supported
<b>H2</b>	entrepreneurial infrastructure → entrepreneurship	0.411	6.539	0.000	Supported
<b>H3</b>	Digital transformation → entrepreneurship	0.444	7.887	0.000	Supported
	R <sup>2</sup> for entrepreneurship			0.653	
	Q <sup>2</sup> for entrepreneurship			0.324	



**Figure 1.** *Structural Research Model*

Further, the study also examined another important tests that suggested by (Hair et al., 2017) and indicated this analysis which is significantly to check within the studies and linked with the variance explained the dependent called coefficient of determination ( $R^2$ ) and the cross-validated redundancy ( $Q^2$ ). The results of these tests help the study to make a prediction about model quality. The results of the structural model explained 65.3% of the variance in the entrepreneurship. Since the results had ranged from 0 to 1, the data of the structural model and showed a good explanatory power (Shmueli et al., 2019). To check the goodness of the model associated with this prediction, the study performed analysis of the predictive value  $Q^2$  of the dependent variable and it exceed a zero value which confirmed this analysis, and the result is given in Table 4 supported this assumption.

## **Discussion & Implication**

The present theoretical suggested framework has been developed to critically address and explore the factors could influence the entrepreneurship senses among the entrepreneurs in Jordan context. The study confirmed some entrepreneurship antecedents which significantly lead to digital entrepreneurial activities, the empirical study was examined in Jordan. The several stated factors positively influence the entrepreneurship from the entrepreneurs perspectives. The study findings indicated to the existing and expected entrepreneurial activities which enable them towards success in their project ventures. The issues regarding the entrepreneurship in Jordan still have a lack to access into required competences and resources as well government and societal support of the government which is match with the result of literature (e.g Wang & Zhou, 2022). The findings also revealed how the positive effect of the transformation in the digital era. The resources scarcity on the digital activities to improve the entrepreneurship in Jordan indicated high depending on the digital activities used by the current entrepreneurs in Jordan. The given poor non-developed physical infrastructure confirmed its effect that constraints the key entrepreneurial activities such as services/products distribution, thus the entrepreneurs with information technology skills (for example using the internet technologies).

Further, the results through highlighting the increasing significant role of the advanced skills needed to pursues the important digital entrepreneurial activities within resources scare environments to go beyond much attention and focus on the important entrepreneurial skills and competencies with adequate knowledge in the resources constraint in Jordan. The study I this insight foster the consideration of the digital skills like knowledge of using the digital applications (smart phones, webs search engines, developed software) in order to create and capture the successful entrepreneurship practices (Bianchi et al., 2017). This would contribute to make the entrepreneurship activities combine the entrepreneurial digital skills and competencies with the critical results could gain of this factor. And for better understanding how the entrepreneurial skills influence the entrepreneurial outcomes, the existed entrepreneurship orientations and intentions motivate the Jordanian entrepreneurs about what are the types of digital businesses to launch, maintain and develop, and this consistent with (Ngoasong, 2018) that recognized this implication in their study. For the digital entrepreneurs, businesses founders with formal information technology-related knowledge and education help providing digital entrepreneurship skills to capture the favorable outcomes in the world of entrepreneurship.



The focus on the factors or dimensions of entrepreneurship context effects of the digital entrepreneurship is also presented through the digital transformation in the worldwide organizations. The extent to which this transformation acts as a trigger for entrepreneurs which enable them towards entrepreneurial activities and the requisite infrastructure to support the digital transformations actions transactions (Lusch and Nambisan, 2015). The digital actions realized by the entrepreneurs further enable them to transform the available business opportunities in the respective business contexts, hence the entrepreneurial enterprises can benefit from the digitalization and technology transformation. The study findings on other hand supported extant research and in line with some works e.g Bianchi et al., (2017), that argued the digital transformation encourage the organizations to build up new resources concern with the information technology capabilities that are equally critical and support the small businesses to strive among the intense competitive and explore the new opportunities within the dynamic business contexts. Given the growing entrepreneurship and digitisation actions with the large internet penetration, the transformation into new shapes of business has fast become important in the entrepreneurship (Kooskora, 2021). However, the research implications associated with the outcomes of incorporating the digital entrepreneurship and the entrepreneurs will become more aware with the effect of the technology to meet their enterprises' goals.

As a driver of the digital transformation, the entrepreneurship based on the findings discussed in this study foster the innovative technology to drive the entrepreneurship. And the valuable and important strategies for entrepreneurs to develop their businesses and work together within the emerging technology which give access to different organizational resources (Gunasilan, 2019). Accordingly, the entrepreneurial businesses nowadays are looking for enhancing their peripheral innovation capabilities to benefit from diverse perceptions, practices and risks of improving the enterprises. However, the discussion also calls for more concern while developing the dynamic business which they are structured for strict innovation development as well disrupts the facilities. The research implications for the well-developed entrepreneurial organizations can establish some progressions with significant entrepreneurship system (Davis, 2015). The transformation and entrepreneurship capabilities could also exploit through collaborative partnership with similar industry business. further, the startups through this partnership can improve the innovative collaboration that ultimately considered in achieving improved advantage within the economical markets, wherein the digitization acts as system to accomplish the entrepreneurial outcomes. The implication for practices suggest digitizing the margins of the sectors and would reduce the significant obstacles that hinder entering or generating business collaborations.

In light of the theory of the entrepreneurship, the perspectives about the entrepreneurship focused on the theoretical issues of involved within different industries and creating proper related infrastructure that facilitates to minimize the entrepreneurship related constrains. The as stated in the literature includes institutional arrangement important to regulate and standardize the technologies with the business resources endowment with basic scientific knowledge and finance the required mechanisms. The research implications suggest of the pool competent infrastructure to consider the different organizational crucial functions such as research and development, manufacturing, marketing, and distribution among the all entrepreneurial businesses in order to commercialize the best practices with digital innovative entrepreneurial activities for success. Although the extensive research insights and substantiates in this field, the importance of the infrastructure components have seen as the externalities of the entrepreneurship. And integrating these elements within a single research framework, can systematically investigate and explore how the different functions and actors

interact in a way to facilitate and constrain the entrepreneurship implications and entrepreneurs' insights towards the effective entrepreneurship activities consistent with the digital changes and ways of running modern business ventures (Antonizzi & Smuts, 2020).

In a discussion with the Forum's report fostering innovation driven entrepreneurship of Europe Kearney (2014), a valuable and important strategy for the developing organizations to work together with the developed organizations has been accessing different organizational and financial resources. Correspondingly, reputable organizations look for improving their peripheral innovation abilities could benefit diverse perceptions, attitudes and risk viewpoints of developing organizations. Developing, dynamic organizations are often structured with the development of strictly innovative and hypothetically disrupting facilities and products, while well-known organizations have established progressions and significance systems. The complementary capabilities could be exploited through collaborative innovative partnerships (Rösler, 2016).

Whereas, developing startup corporate for a partnerships and innovative collaboration were considered in being authoritative in accomplishing an enhanced advantage in the economical market wherein digitization is being as an idea for accomplishing the same. Digitization shadows the margins between the sectors of industries, reduces the obstacles entering and generates associations. The first partnerships are of individuals with diverse industrial sectors commencing to develop around the clients in offering not only with the products but also with experience and explanations. Innovation lay as groundwork for organizations in flourishing the digital world, as well as for nations in developing a competitive and dynamic economy. Between the various individuals in the global ecosystem, partnership could aid creativity connected to the authority of innovators and entrepreneurs in developing innovative concepts into their companies, the start-ups influence the power of superior individuals in developing innovative ideas for marketing quicker (Rösler, 2016)

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## **Conclusion**

The present study had met its stated main research aim and explore the respective effects of the digital entrepreneurial activities from a perspective of the entrepreneurs in Jordan. The study results found all activities of the digital entrepreneurial showed significant effect on the entrepreneurship. The subsequent analyses also revealed that the digital entrepreneurial activities had role to improve the entrepreneurial contexts among the current business practices in Jordan. And culture of entrepreneurship had grown due to the changes in the technological developments and the advanced practices in this setting. Responding to the economic challenging factors, the entrepreneurs in Jordan consider the important effect of the digital entrepreneurial activities to be involved in their project ventures. However, the relevance of the entrepreneurial activities found also a significant positive value of the beta coefficient on the entrepreneurship. Furthermore, the study results are important for the future entrepreneurs and entrepreneurial businesses management to give more focus on the issues related to infrastructure and skills that could enhance the entrepreneurial senses. Currently, all businesses struggle to differentiate their activities to this aims as well diversify their business forms through incorporate for example intelligence practices to obtain great benefits and outcomes for industry survival. Expanding the understanding of this topic also can support the entrepreneurship culture and develop the overall national economy which in turn lead to socioeconomic improvement and reduce the levels of unemployment rates in the country.

The research implications linking to the digital entrepreneurial activities and the entrepreneurship in general suggested further perceptions among the entrepreneurs regarding the different activities needed and required to reach out outstanding entrepreneurial activities. Today's entrepreneurial businesses activities have different effects, and these effects have growing the business environment changes which motivate the current entrepreneurs to integrate with the successful activities and accept the transformation in this environment. Through the existed forms of the entrepreneurial activities, the entrepreneurs are requested to give attention to the helpful effective capabilities within their enterprises to capture the future opportunities and enhance the chances of getting success stories. The research recommendations for digital entrepreneurial activities and practices for the entrepreneurs are associated with diversify these activities to improve the business capabilities. The future research suggestions would suggest new research works to significantly enhance the understanding entrepreneurship related issues and involve new factors such as business intelligence capabilities within the business operations. The future studies might compare the current research findings with their findings in order to identify further variance. A research suggestion for future avenues may adopt different contexts for more grasp of this topic. The research limitations may restrict the way to generalize this research results into different contexts and sample, and limit the suggested variables to examine within different works.

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