



**Contexts of Entrepreneurial Effectiveness of Entrepreneurial Institutions
in the Digital Environment
-Investigating the Functional Nature of Digital Entrepreneurship
in New Media Platforms-**

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Abstract:

Our study aims to examine the structure of entrepreneurial work for entrepreneurial institutions keeping pace with technological changes in an unlimited space characterized by seriousness and competitiveness, supported by digital media based on the marketing industry through discourse, image and audio-visual tool that fall within the fields of new media with all its branches, starting with a discussion of the nature of the connection between the digital environment and entrepreneurial institutions, then examining the effective methods of digital entrepreneurial activity as a basic foundation for these institutions..

The study ultimately concluded by verifying the effectiveness of digital entrepreneurship and monitoring the shortcomings that hinder the possibility of full integration of entrepreneurial institutions in it.

Keywords: Digital media; New media; Entrepreneurship; Digital Entrepreneurship; Digital environment.



1. INTRODUCTION

On the verge of changes in the media and communication environment resulting from technological developments, a digital environment has emerged that has led to the creation of a new social and economic climate that could provide opportunities for competition, work and investment in a different form. The new ways of cooperation and integration are represented by taking advantage of all the possibilities that this environment provides in terms of services and establishing institutions with innovative and creative capabilities. All these rapid changes and developments have paved the way for the entry of entrepreneurial thought into this digital environment, as it is a field that allows fruitful investment to encourage the creation of new institutions based on optimal management of development and turning risks into opportunities for progress and leadership and to stimulate the economic field, in a way that preserves the ongoing balance of the competitive environment in the markets.

Considering that the digital environment, with all its media equipment, is an environment open to everyone for appearance, marketing and advertising, it poses difficulties for entrepreneurship and digital entrepreneurship as an activity linked to entrepreneurial institutions within this context due to the intensity of competition and the similarity of the promotional plans that they adopt as a strategy for general appearance through all electronic media carriers, in addition to the challenges associated with technological capacity and the nature of the social and political environment that frames it in the real world and the virtual world.

Here, the problem arises related to how to employ the digital environment through the electronic media available through it in supporting the digital entrepreneurial activity of entrepreneurial institutions.

Accordingly, our study aims to investigate the effectiveness of digital entrepreneurship for entrepreneurial institutions across the digital environment.

The following objectives branch out from it:

- 1-Identifying the system of entrepreneurial activity within the framework of the functionality of entrepreneurial institutions within the new mediatic space.
- 2-Knowing the factors that transform entrepreneurial institutions into the digital environment.
- 3-Identifying the value of the orientation towards digitizing entrepreneurial activity in entrepreneurial institutions.
- 4-Uncovering the problems of digital entrepreneurial activity in entrepreneurial institutions.



2. Conceptual Framework:

2.1 Digital Media and New Media:

Since media and communication have gone through developmental stages as a natural system for the process of change within it, it was necessary to continue until it reached the stage of digital media, which is considered to be the offspring of software and technical technologies aimed at creating communication that transcends the boundaries of material obstacles subject to the factors of time and place, thus representing a milestone in the structure of communication processes and media industries, and from it we can define a concept of digital media as follows:

While the meaning of digital media is taken from what is mentioned in the following definition as a term given to a group of sites on the World Wide Web, which allows communication between individuals in a virtual community environment, united by interest or affiliation, in a global system for transferring information, in addition to being a service space in an electronic format that allows users to create and organize personal files for themselves, and also allows them to communicate with others (Nayli & Messaidi, 2020, pp. 380-381), and it is given too to new communication technologies and the information revolution that appeared in the latter part of the twentieth century, which includes various digital and computer communication networks, and they are expressions of a single human, technical, communication phenomenon. (Saber, 2018, p. 70)

In short, Digital media and new media appear in the means that depend on technological development in all stages of their production, processing and even publication, as they depend on multimedia, including images, video, sound and effects. (Dergali & Boumechta , 2022, p. 548)

2.2 Entrepreneurship and Digital Entrepreneurship:

The definition of entrepreneurship is based on multiple dimensions, which is the justification that explains the difference in the directions of its connotations, even if relatively, and it appears that the economic and institutional dimension of entrepreneurship as an activity is the central perspective that is relied upon in understanding its connotations in terms of its meaning. In this context, we note that there are several definitions that have tried to provide an accurate meaning for entrepreneurship, including:

The European Union defines entrepreneurship as: a set of ideas and methods that enable the creation and development of an activity by combining risk, innovation and/or creativity and management effectiveness within a new or existing enterprise. (Mheni, 2013-2014, p. 3)

While entrepreneurship as a culture and institutional pattern represents the sum of skills and information acquired by an individual or a group of individuals and an attempt to exploit them, by applying them in the form of investment in capital by finding new innovative ideas, creativity in all existing sectors in addition to the existence of an organizational management structure, and it includes the actions, reactions of entrepreneurs, in addition to planning and making organizational and monitoring decisions. (Kaci, 2016-2017, pp. 26-29)



Digital entrepreneurship is presented as establishing new projects and transforming existing projects through the use of new digital technologies and benefiting from them in providing goods, services, education, training, health, trade, and others. (Hendawi & Khmakham, 2019, p. 9)

We can look at entrepreneurship in its concept as that entrepreneurial activity based on creativity, innovation and risk in investing, managing and establishing institutions, and then working on structuring them and developing them according to new formulas with greater feasibility and effectiveness.

2.3 Digital Environment:

The conceptual approach to the meaning of the digital environment in terms of the definition process represents a difficulty in being an overlapping concept in terms of use with different specializations and perspectives that make the existence of a comprehensive and complete definition of this concept impossible. Accordingly, within the framework of this proposal, we can demonstrate some of these concepts that approach the general meaning of the digital environment as follows:

The digital environment can be considered a combination of activities and services that take on a digital character according to the available means and capabilities in which many technologies interact and contribute to changing the features of the services provided. (Lahouati, 2013-2014, p. 3)

Hakima Jaballah expresses it as a reflection of the great spread of modern technologies in all fields, which leads to the emergence of a virtual environment in which individuals and countries interact electronically away from geographical and temporal barriers, in terms of being the product of human use of these technologies. (Jaballah, 2021, p. 652)

The digital environment represents the virtual field that electronic and communication media have allowed to exist in order to achieve communication between individuals and groups without temporal and spatial obstacles, as well as the exchange of information and the implementation of qualitative activities according to a digital formula that differs in nature from traditional reality in terms of the nature of practice and interaction.

3. The entrepreneurial activity system within the framework of the functionality of entrepreneurial institutions: levels of interaction and frameworks of work within the new mediatic space:

Entrepreneurial activity is related to the investigation that aims to reach the possibilities of achieving an innovative idea as a creative project or an institution in any social, communication,



economic or commercial environment, and accordingly, entrepreneurial activity is indicated as "the investigation into the instrumental and media tools that give the ability to the largest number of young people to improve their situations towards strengthening positive and compatible trends for the purpose of activating entrepreneurial activity. Therefore, the push towards entrepreneurial activity is in itself working to activate active and continuous creative thinking and cognitive stimulation with initiative and psychological and mental eligibility before implementing the idea." (Toumi, 2020, p. 3)

Entrepreneurship is a leading concept that is accepted by an individual or a group of individuals within a common framework regarding a business opportunity, the goal of which is to establish an institution that gives the right to create an institutional entity with a visual identity that establishes the generation of valuable outputs according to the nature of the audience on which the project is founded according to their needs.

Accordingly, it appears that the link between entrepreneurial activity is primarily linked to the templates proposed within its framework, which certainly do not go beyond the entrepreneurial institutional system, assuming that the basic values of entrepreneurship are formed from available opportunities, establishing an organization, creativity and value production, then working to establish a functional link system between these values and opportunities. (Toumi, 2020, p. 3)

The organization of entrepreneurial activity is not limited in its appearance to being a scientific, organizational and administrative activity only, but rather it goes beyond it within the functional framework of entrepreneurial institutions to organizational and creative experiences and skills, and it may often go beyond that, until it becomes more effective and alert within the framework of any entrepreneurial institution; This is indicated by what the forecasts and cognitive hypotheses have shown that those supervising entrepreneurial activity are often in a state of high alertness and continuous readiness to track down all possibilities in order to achieve gains, and to look at the situations and locations in which the needs of the expected audience are not met or which allow for better and less intense opportunities in competition; and ease of access to the target audience without major problems. (Chadli, 2018, p. 293)

The levels of deep connection between entrepreneurial activity as an effective system can be evident according to its connection to entrepreneurial institutions on several bases that are basically formed in the process of maintaining the awareness of those working in the entrepreneurial field or those who are professionals in it or investors within its fields in institutions with a commercial, economic, consumer or service dimension to any changes in the general market system, and in many cases their efforts are linked to anticipating all of that and they act on its basis before others to try to remedy the situation or achieve profit, assuming that they see that their information is likely to be more accurate, organized, closer to reality and professionalism, and thus gives them the right to have priority in understanding and absorbing everything related to the competitive environment in



which they work and to specific marketing fields, such as disclosing quick and precise perceptions in relation to the size of future demand in the market, and this may also enable them to have the innovative audacity to find methods to prepare models for products that are more competitive in terms of price and quality and to be able to obtain completely new methods to achieve complete satisfaction for the public and achieve high levels of gratification and thus achieving record profits unlike others who are less alert without taking advantage of the leadership nature of institutions with entrepreneurial activity that helps raise levels of vigilance and allows for creativity and innovation based primarily on the availability of organized information. (Chadli, 2018, p. 294)

Accordingly, entrepreneurial institutions are those integrated systems that are unique in their endless innovative thinking in preparing and arranging their outputs, according to a high level of risk, which allows them to be leaders and have competitive leadership in the market from the perspective of creativity and innovative innovation, and they have a very high ability to compete in the field of marketing products and achieving their presence in the market within the strategic plans determined in advance. (Belounas & Djediane, 2016, p. 105)

There is no escape from the fact that the quest of any institution that tries to achieve leadership in its field can only be achieved by taking advantage of the specificities of entrepreneurship as an activity and thought, as well as taking advantage of the function of leadership as an ambition and goal, as it affects effective updates in marketing plans and promotional strategies that have an impact and effectiveness, considering that achieving a presence that leads to stability and competitiveness in the market is certainly through competition, creative spirit, innovation and initiative in a way that is consistent with the requirements of the public and distinguishes it from other similar products in the same field within the market, assuming that achieving leadership for any institution in any field is a very favorable opportunity for institutions as it allows them to have investment capital that gives them the right to the ability and boldness and to target and create qualitative opportunities with the aim of achieving continuity in the market first and then gradually moving to better situations within the latter, especially in light of the intensification of competitiveness and the acceleration of the tremendous development of institutions and their reliance primarily on achieving the goal of leadership in complete conjunction to the extent of immersion in entrepreneurship as an activity and thought that contribute to enhancing their opportunities and opening the horizon of looking at how to have a qualitative presence through the relationship of the product to the needs and desires of the public.

4. Factors that transform entrepreneurial institutions into the digital environment:

In the world of entrepreneurship, there are many factors through which entrepreneurial institutions have resorted to adopting the idea of digital transformation and moving to work within the digital environment, considering that it provides competitive advantages for entrepreneurs who



manage their projects based on digital data, "as they are able to automate their business activities to obtain insights and integrate them into commercial activities, and it also helps them explore, evaluate and exploit the available opportunities arising from digital technologies." (Albanna & Alaeddin, 2023, p. 925) Therefore, the traditional mentality of entrepreneurial activity and the field of entrepreneurship must be changed and the culture of digital entrepreneurship must be established.

Today, digital technologies are in continuous development and are keeping pace with various aspects of life, and the world of digitization plays a major role in developing business ideas as a facilitating and accelerating engine for various operations, especially with the opportunities it creates for marketing modern projects whose ideas adapt to the digital field, as it contributes to creating a new culture for the commercial market by changing the responses of the masses and the way they interact with these institutions that have adopted the path of practicing digital entrepreneurial activity.

Other factors include the benefits of reducing transaction and communication costs, expanding digital markets, enhancing international exchanges, and reducing cultural, regulatory, and institutional boundaries. (Dabbous, Barakat, & Kraus, 2023) Therefore, we find that many entrepreneurial institutions are keen today to keep pace with these developments because if they continue in traditional ways, they will inevitably lose their position in the local and international market and fall into a crisis that will lead to their extinction. They are now more aware of the importance of integration and incorporating digital technologies in their practice of entrepreneurial activity and thus achieving their desired goals.

Perhaps one of the most important reasons is also the spread of the global pandemic Covid-19 during that period, which led entrepreneurial institutions to develop solutions to continue their activities despite the restrictions caused by the pandemic. Most of them resorted to using the digital environment to hold meetings, perform their work, and communicate socially with their various audiences, thus reducing the costs of transportation and communication, in addition to opening the way for cooperation and partnership within the virtual space within incubators, thus encouraging development and more research into appropriate solutions for practicing this field, in addition to opening opportunities for renewal and transforming entrepreneurial work from the non-network scope to the network scope linked to the Internet and creating value for institutions in various aspects.

According to studies, this digital transformation raises the need to focus on six important topics in the field of entrepreneurship and entrepreneurial activity, namely: digital business models, the digital entrepreneurship process, platform strategies, digital ecosystems, entrepreneurship education, and social digital entrepreneurship. (Jafari-Sadeghi, Garcia-Perez, Candelo, & Couturier, 2021)



Digitizing entrepreneurial activities requires effort and diligence to master the basics of entrepreneurial work in order to be able to direct its main operations in new directions based on digital skills in order to reach control over the basic models of digital entrepreneurship and the entrepreneurship process and teach them correctly and learn about the various digital systems to exploit them in serving entrepreneurial activity and preparing the ground for the success of social digital entrepreneurship by focusing on the interactive social aspect with the target audiences.

Studies have shown that digital entrepreneurship skills in commercial activities that rely on the cloud system enable the provision of solutions as a catalyst for digitizing businesses in all activities, as this skills cloud works to enhance flexibility and efficiency in all institutional activities. (Albanna & Ala-eddin, 2023, p. 925)

Exploiting digital capabilities in entrepreneurship and digital integration logically leads to changing traditional balances and thus alleviating some of the restrictions that existed previously, as the implementation and application of modern projects has become possible through the opportunities provided by production systems and available software to enable creativity and innovation and facilitate access to various resources in a digital manner.

The world of entrepreneurship in the digital environment needs two basic elements: effective creative presence and speed of implementation to obtain what can be called a digital competitive advantage in the world of entrepreneurship in order to achieve a basic goal, which is to activate this advantage.

Through the role that digitization plays in the innovation process, we find that it has allowed entrepreneurs to access new markets, networks, ecosystems and new customer experiences, thus enhancing the emergence of new businesses. (Galindo-Martín, Castaño-Martínez, & Méndez-Picazo, 2023, pp. 1811-1812)

The study by Bianchi et al. (2017) supported the idea that digital transformation encourages organizations to build new resources related to information technology capabilities that are no less important and support small companies to strive amidst intense competition and explore new opportunities within dynamic business contexts. (Albanna & Ala-eddin, 2023, p. 931)

Accordingly, we can ask the following question: How can this digital transformation in the field of entrepreneurship be a motivator and incentive for them to achieve competitive advantage and make it a strategic goal within the general policy of entrepreneurial institutions to advance the entrepreneurial sector and practice entrepreneurial activity within the digital environment with its modern foundations and technologies?



5. The value of orientation towards digitizing entrepreneurial activity in entrepreneurial institutions:

Perhaps the orientation of entrepreneurial institutions towards digitizing entrepreneurial activity will have several outcomes from several aspects, as it is a modern platform that still needs experience, innovation and creativity to achieve the desired goals of these institutions and reach high levels of progress in achieving entrepreneurial effectiveness from various aspects.

Digital entrepreneurship is the process of creating entrepreneurial digital value through the use of various digital social and technical enablers to support the effective acquisition, processing, distribution and consumption of digital information. The effective acquisition of digital information in the field of entrepreneurship will create a space to gain several audiences of consumers and facilitate the process of dealing and obtaining interaction and creating a good reputation and reliability for the efforts made by these institutions in order to lead in their field by working to develop the economic and social field by enabling and enhancing training on the effective exploitation of the technical field to achieve this, and digital technologies, with their diversity, scope and ease of movement in their fields, contribute positively to present entrepreneurship, developing entrepreneurial activity and working on a broader scale, which is achieving economic prosperity and sustainable development in various sectors.

The tendency to digitize entrepreneurial activity helps improve the administrative and strategic processes and decisions of entrepreneurial institutions, in terms of providing multiple options for consumers, and improving the customer experience by providing them with the information they need instantly and allocating a field for self-service, thus contributing to eradicating digital illiteracy.

Limeister, Osterley and Alter (2014) indicated that mobile phone technologies, high-speed communications and the Internet of Things make it possible to increase the services available through devices, which changes the lifestyle and poses a challenge to companies and consumers as well. (Del Olmo-García, Crecente-Romero, Del Val-Núñez, & Sarabia-Alegría, 2023)

Digital technological means contribute to developing the ways in which entrepreneurial activity is carried out in entrepreneurial institutions through the speed, accuracy and ease of movement they provide in spatial and temporal areas, and due to digitalization, entrepreneurial activities have become less constrained by spatial, temporal, and sectoral boundaries. This results in positive effects in several aspects, and the most important of which are:

- Developing institutional performance in the field of entrepreneurship through better management and faster implementation of planned projects.



- Increasing job satisfaction for employees of these entrepreneurial institutions through the wide interactive space provided by the digital environment, which is characterized by a kind of independence, freedom and flexibility in communication networks and reducing traditional bureaucracy, which was one of the biggest inhibitors in achieving the best results in the field of entrepreneurship through the dominance of the employer's centrality and the undermining control of implementing creative ideas for projects.

-The digitally induced lifting of conventional constraints limiting entrepreneurial agency means that entrepreneurial opportunity pursuit has become a viable occupational option for more people than ever before. At the same time, and largely for the same reasons, effective means of pursuing entrepreneurial opportunities have been transformed, with entrepreneurs increasingly adopting innovation techniques and practices originally pioneered elsewhere, such as design thinking, design sprints, growth hacking, and agile development. (ADB, 2022, p. 23)

Von Brill and others have argued that digital technologies change the nature of entrepreneurial activities in terms of facilitating the start-up process and pushing it through the use of cloud computing to reduce communication costs, and adopting artificial intelligence to reduce investments in human labor. (Corvello, De Carolis, Verteramo, & Steiber, 2021)

It is worth noting here that the communication aspect in entrepreneurial work is very important as it is based on communication practice in all its stages, and projects cannot be managed, whether for start-ups or institutions with experience in the field, without developing a communication plan that would achieve communication goals.

Perhaps the most important thing that digital technologies offer in addition to what was previously mentioned is what was mentioned by von Brill and others, in terms of reducing communication costs as it is done through the digital environment, which is characterized by free and easy access to various parties, in addition to reducing human labor, which constitutes a challenge and a double-edged sword in the field of entrepreneurship. Replacing human resources with digital resources creates many problems at various levels, in terms of the extent to which it is possible to dispense with the human factor in managing entrepreneurial projects and falling into a serious crisis of another kind related mainly to the recruitment process and providing jobs for various categories.

Some studies have also found that these technologies have profoundly changed the timing of entrepreneurial work, in terms of the possibility of modifying processes in the digital environment, and thus creating new opportunities and designing strategies. For example, social networks, as modern digital technologies, have facilitated learning, entrepreneurial accompaniment and



knowledge exchange among entrepreneurs and encouraged cooperation, which increases democracy and enhances trust. (Faradj, 2011, p. 11)

One of the most important effects of digital technologies on entrepreneurship is the ability to access data and information related to all aspects of the work, whether related to the project itself, employees, or the audiences dealing with it, and thus the ability to analyze the market in general from various economic, social, financial, and other aspects, especially with the developments in the digital statistical aspect that businesses are witnessing today.

It is noted that despite the clear impact of digital technologies on the work of entrepreneurial institutions and the practice of entrepreneurial activity, there is still a scarcity of studies and research on how to optimally exploit these various digital technologies in the service of entrepreneurial work in terms of the extent of entrepreneurs' interest in fully integrating into the digital environment and learning digital entrepreneurship with its various strategies and challenges, or in terms of the skills that entrepreneurs must have to move to the stage of creativity and innovation in entrepreneurial work and catch up with the competition.

Accordingly, we find that entrepreneurs must adapt to how to exploit digital means and technological developments and learn more about the various strategies used in this environment to be sufficiently aware of digital entrepreneurial activity and gain the efficiency to optimally exploit it in their work in entrepreneurial institutions.

6. Problems of digital entrepreneurial activity in entrepreneurial institutions: Towards identifying obstacles in the digital environment:

Talking about the digital environment refers us to the necessity of acknowledging that it is a field that has contributed to activating all the requirements of entrepreneurship within entrepreneurial institutions in terms of the nature of thinking and achieving competitive advantage and greater compatibility with the needs of the public and the pattern of public and private consumption. However, this does not overlook a set of problems that put entrepreneurial institutions in a dangerous position and sometimes in a predicament due to the change in the competitive environment and its greater openness, as well as some other variables that we list as follows:

The problems related to the digital environment and the activation of digital entrepreneurship within entrepreneurial institutions begin with the nature and the extent of government policy's understanding of this activation, and in many cases the matter ends up imposing restrictions on the nature of products, materials and services that can be sold through digital media and sites according to illogical justifications in most cases or even without justification for that, as well as the binding restriction on all government competitive spaces by applying a set of arbitrary and high-value tax rules on various products that are marketed and sold through the digital environment, in addition to the legal formulas of customs that prevent and impose the non-transit of many possessions, which



created a difficult problem for many entrepreneurial institutions with digital entrepreneurial activity, including preventing their presence in the digital space designated for entrepreneurship and reduced the size of their profit growth, in parallel with neglecting a very important aspect related to enhancing awareness and education and focusing on human cadres (laamamra & Hamed, 2021, p. 549), which makes it difficult for entrepreneurial activity of entrepreneurial institutions to integrate into the digital environment.

Add to that the problem of reliability in the product and in the nature of these institutions themselves, especially since the digital environment has allowed many institutions similar in brand and activity to operate without specific legal controls, which has allowed them to mislead the public and institutions, and it has become difficult to trust the products and services provided by most institutions, specifically serious products that the public is always hesitant to purchase, and many institutions with a digital entrepreneurial nature that aim to achieve leadership have been forced to make more marketing and promotional efforts than before to achieve product credibility, which necessarily leads to burdening their budgets. (Boukharbach & Yaha, 2019, p. 233)

In light of the fierce competition between institutions within entrepreneurial activities in the digital environment and in an effort to achieve leadership, many of these institutions are heading towards investigating all information about customers, clients and potential audiences in order to customize products and services and provide the best offers, including targeting the appropriate audience. However, this may have negative aspects represented in violating the privacy of their audience in order to use their personal information in this, and this is considered a major challenge and a negative value that makes many of those dealing with this type of institution fear it. (Boukharbach & Yaha, 2019, p. 230)

In the context of all these problems facing entrepreneurial institutions and those seeking leadership with digital entrepreneurial activity, which has created an economic, social and commercial position for them in a purely virtual field, and therefore they must focus their efforts to overcome all these problems and benefit more from the characteristics and advantages of digital entrepreneurial activity. Accordingly, these efforts can be related to the following:

- Assessing the nature of the risks in the marketing and competitive environment for the institution itself, whether related to its credibility or the nature of the product itself or even the incompatibility of creative ideas with the privacy of the audience.

- Working to build successful models on which the administrative body of institutions is based, in line with the nature of its internal audience, with the aim of achieving a greater understanding of the nature of the institution's work, as well as raising the efficiency of its employees and motivating



them to help it expand and spread, especially with regard to digitizing all practices carried out by the institution for the purpose of continuity and development.

-Modifying all marketing and economic activities, starting with the product idea, then the marketing mix and communication strategies according to the digital environment, in order to ensure keeping pace with qualitative transformations in the field of modern entrepreneurial businesses.

-Working to increase awareness of the value of digitization, within the work environment in the institution to facilitate the process of full integration into the digital environment, as well as motivating them to present creative ideas regardless of job titles, considering that they are entrepreneurial institutions that rely on entrepreneurial activity that is necessarily subject to creative and innovative ideas that are not restricted by a functional capacity as long as they are applicable and achieve the desired goal for the institution.

7. CONCLUSION

The bet on employing all the possibilities in entrepreneurial activity remains due to the nature of the institutions' work within the digital environment to reach and stabilize within what is called the unlimited entrepreneurial work space, confined to the extent of integration achieved by these institutions in the field of digitization and how to employ and use it in a manner consistent with the set goals and the changing market requirements at an accelerating pace, giving account to everything even anticipating what could be the future in the basic formations of the market, and the speed of keeping pace with everything that occurs and results from that, and whenever the connection in the digital environment and institutional work within the digital entrepreneurial activity is truly entrepreneurial stemming from creativity and unique innovation, it would have achieved continuity and then development and expansion.



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