

Chapter 3

Investigating Digital Entrepreneurial Intentions: An Extended Technology Acceptance Model

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ABSTRACT

Digital entrepreneurship plays a crucial role in addressing economic challenges by fostering innovation, creating job opportunities, and enhancing competitiveness across various sectors. It empowers individuals, particularly youth, to leverage technology for business creation and growth. Moreover, it helps bridge gaps in access to markets and resources, enabling entrepreneurs to reach wider audiences and tap into global supply chains. This study investigates the factors influencing students' intentions to engage in digital entrepreneurship within the Algerian context. Using a convenience sampling method, 118 valid responses were collected. The findings reveal that perceived usefulness, perceived ease of use, attitudes, entrepreneurial

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self-efficacy, and innovativeness significantly influence students' entrepreneurial intentions. These results underscore the importance of these factors in promoting digital entrepreneurship among youth, suggesting that enhancing students' perceptions and self-confidence could encourage greater engagement in entrepreneurial activities.

INTRODUCTION

The rise of digital platforms and related entrepreneurial ecosystems has fundamentally altered the landscape of entrepreneurship, offering new avenues for business creation and growth (Paul et al., 2023). Digital technologies have significantly enhanced the capabilities of entrepreneurs, enabling them to streamline operations, manage resources more efficiently, restructure supply chains, and respond dynamically to shifting market conditions (Alzahrani & Bhunia, 2024). By integrating digital technologies, entrepreneurs can seize opportunities for innovation in products, services, and processes, ultimately transforming traditional business models (Duong et al., 2024). In this digital age, leveraging technology to identify and capitalize on entrepreneurial opportunities has become central to contemporary entrepreneurial practices (Nguyen & Nguyen, 2024). The internet, in particular, has facilitated the rise of digital entrepreneurship, especially among digital natives (Sobaih & Elshaer, 2022), and has opened up new opportunities, particularly for women, by overcoming conventional barriers to business participation (Alzamel, 2024).

As entrepreneurial activities increasingly intersect with digital technologies, a new subfield known as digital entrepreneurship has emerged (Elnadi & Gheith, 2023). Digital entrepreneurship involves the establishment of ventures in the digital space, either as independent startups or divisions within existing companies (Zaheer et al., 2019). Though it began taking shape in the early 1990s, it remains a relatively new phenomenon (Paul et al., 2023), transforming various industries by capitalizing on the opportunities created by digitization and digitalization (Vu et al., 2024). This form of entrepreneurship, which is defined by the use of technology in business operations (Nguyen et al., 2024), is gaining prominence as technological advancements and improved infrastructure generate numerous opportunities (Nguyen & Nguyen, 2024). Notably, studies show that digital entrepreneurship has a significant impact on economic growth, especially in the context of emerging economies, and plays a crucial role in women's entrepreneurship in Saudi Arabia (Alzamel, 2024).

A key concept within digital entrepreneurship is digital entrepreneurial intention, which reflects an individual's proactive commitment to exploring the digital realm and launching innovative technology-driven ventures (Al Halbusi et al., 2023). Digital entrepreneurial intention is not merely a desire for entrepreneurship but a determined effort to utilize digital tools and platforms to drive business innovation

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