

## **DIGITAL ENTREPRENEURSHIP: A LITERATURE REVIEW<sup>1</sup>**

**Seda GÜĞERÇİN<sup>2</sup>**

**Gaye ONAN<sup>3</sup>**

### **ABSTRACT**

The aim of this study is to conduct a systematic literature review of digital entrepreneurship in Turkish literature. It is seen that the concept of digital entrepreneurship is discussed in Turkish literature as "e-entrepreneurship", "electronic entrepreneurship", "web entrepreneurship", "internet entrepreneurship", "computer entrepreneurship", "information entrepreneurship" and "online entrepreneurship". From this point forth, academic articles in Turkish literature -including the Turkish translation of all these concepts that refer to digital entrepreneurship (dijital girişimcilik) in articles' titles - were examined following the systematic literature review method by using Google Scholar. Studies such as book chapters, papers, thesis and reports are excluded from the scope of the research. As a result, it is seen that research in Turkish literature are not carried out in parallel with the developments in the field of digital entrepreneurship. Based on the research findings, a limited number of articles are found to be related to digital entrepreneurship in Turkish literature. Furthermore, the examined articles are found to be focused on digital entrepreneurship from a conceptual point of view. The high ratio of overview studies may arise from the need to explain each of the concepts that are served as a substitute of digital entrepreneurship in separate articles. In addition, it is noticed that there is no reference to a specific theory in the articles examined in the study. Based on all these findings, suggestions for future studies are proposed.

**Keywords:** Digital entrepreneurship, E-entrepreneurship, Electronic entrepreneurship, Internet entrepreneurship

**JEL Codes:** M1, M130, L26

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<sup>2</sup>Ph.D, sedagugercin@gmail.com, (ORCID: 0000-0002-8338-7903)

<sup>3</sup>Asst.Prof., Mersin University Anamur School of Applied Technology and Management, gayeonan@mersin.edu.tr, (ORCID: 0000-0001-6302-5211)

## DIJİTAL GİRİŞİMCİLİK: BİR LİTERATÜR TARAMASI

### ÖZ

Bu çalışmanın amacı, Türkçe literatürdeki dijital girişimcilik araştırmalarının sistematik bir literatür taramasını yapmaktır. Dijital girişimcilik kavramının Türkçe literatürde “e-girişimcilik”, “elektronik girişimcilik”, “web girişimciliği”, “internet girişimciliği”, “bilgisayar girişimciliği”, “bilgi girişimciliği” ve “online girişimcilik” olarak da yer aldığı görülmektedir. Bu noktadan hareketle, Google Akademik veri tabanından faydalanılarak başlığında “dijital girişimcilik”, “e-girişimcilik”, “elektronik girişimcilik”, “web girişimciliği”, “internet girişimciliği”, “bilgisayar girişimciliği”, “bilgi girişimciliği” ve “online girişimcilik” olan akademik makaleler sistematik literatür taraması yöntemiyle incelenmiştir. Kitap bölümü, bildiri, tez ve rapor gibi çalışmalar kapsam dışında bırakılmıştır. Gerçekleştirilen araştırmada, Türkçe literatürde yer alan akademik çalışma sayısının dijital girişimcilikteki gelişmelere paralel yürütülmediği görülmüştür. Araştırma bulgularından hareketle dijital girişimcilik kavramı ile ilgili sınırlı sayıda çalışma olduğu tespit edilmiştir. Çalışma kapsamındaki makalelerde dijital girişimciliğin çoğunlukla kavramsal olarak ele alındığı bulgulanmıştır. Dijital girişimcilik kavramının literatürde farklı isimlerle anılması sebebiyle her isim için ayrı ayrı kavramı açıklamaya yönelik çalışmaların yapılmasının, kavramsal çalışma sayısını artırdığı düşünülmektedir. Bunların yanında çalışmada yer alan ampirik makalelerde de belirli bir teoriye atf yapılmadığı izlenmektedir. Çalışma kapsamında elde edilen bulgulardan yola çıkılarak gelecekteki çalışmalara yönelik öneriler sunulmaktadır.

**Anahtar Kelimeler:** Dijital girişimcilik, E-girişimcilik, Elektronik girişimcilik, İnternet girişimciliği

**Jel Kodları:** M1, M130, L26

## INTRODUCTION

Digitalization, which is a reflection of the developments in technology and the internet, has been integrated into the economy and social life over time. Affecting traditional business practices, it has profoundly changed business strategy, processes, goods, and services. (Hansen, 2019: 36). Accordingly, the meaning of entrepreneurship all around the world has changed and new forms of entrepreneurship have emerged (Giones and Brem, 2017:49). As Yetis-Larsson, Teigland and Dovbysh (2015) stated, a new type of concept has emerged in the field of entrepreneurship named "digital entrepreneurship" thanks to the fact that digital technologies provide entrepreneurs many opportunities such as faster communication, independent of time and place. (Hansen, 2019:38). In the conceptualization of digital entrepreneurship, the term creative destruction is a valuable tool. Schumpeter (1934) described entrepreneurship as a source that creates conditions for creative destruction and disturbs the economy. It is suggested that, especially in developed countries, digital entrepreneurship is the primary engine of Schumpeter's creative destruction and it builds competitiveness through information density rather than cost reduction (Bogdanowicz, 2015:18). It can be said that digital entrepreneurship, like traditional entrepreneurship, is a critical socio-economic development agent in solving unemployment issues by increasing overall welfare, and therefore it is a concept that needs to be emphasized and investigated in detail.

According to the Turkish Statistical Institute (TSI), in 2017, 9.8% of entrepreneurs in Turkey sold their products online, rising to 11.2% in 2018. Additionally, the size of the Turkish e-commerce market has increased in recent years. The total e-commerce market size increased from 18.9 billion TL in 2014 to 30.8 billion TL in Turkey by the end of 2016. When this market's distribution is examined, it's found that 37% of the retail sector operates only online, 20% is the multi-channel retail sector (such as both online and physical store sales), 33% of holiday and travel companies, and 10% of legal betting enterprises. The volume of Turkey's both digital entrepreneurship and e-commerce is seen to increase year by year (T.C. Kalkınma Bakanlığı, 2018 :25). Furthermore, the importance of digital entrepreneurship is seen to be on the rise. Despite the increased interest in digital entrepreneurship, it is claimed that digital entrepreneurship research in different countries is yet in its infancy (Kraus, Palmer, Kailer, Kallinger & Spitzer, 2018; Nikolova-Alexieva and Angelova, 2019). From this point forth, this study was conducted to determine the current state of digital entrepreneurship research in Turkey. The aim of this study is to systematically examine the existing literature on digital entrepreneurship in Turkey and to determine the main themes, distributions, and focal points of the studies related to the concept. In this way, gaps and limitations in the literature will be identified and recommendations will be made for future research. Hence, this paper is expected to be a guide for digital entrepreneurship research in the future. In addition, the study was carried out by following the stages proposed by Webster

and Watson (2002) and the method (systematic literature review) used by Anim-Yeboah, Boateng Kolog, Owusu, & Bedi (2020). Accordingly, this study addresses the questions below:

1. What are the main features and distribution of studies on digital entrepreneurship?
2. Which main topics and themes are being researched in the field of digital entrepreneurship?
3. What are the current literature's limits and gaps in terms of digital entrepreneurship?

## **1. DIGITAL ENTREPRENEURSHIP**

Traditional entrepreneurship is defined as the investigation of how, by whom, and with what consequences opportunities are discovered and assessed, and used to create future goods and services (Venkataraman, 1997). Following the same emphasis of opportunity, digital entrepreneurship, according to Davidson and Vaast (2010), is described as “the pursuit of possibilities based on the use of digital media and other information and communication technology”. “Adopting new initiatives and transforming existing business by generating and exploiting new digital technologies” is another definition of digital entrepreneurship (Nikolova-Alexieva and Angelova, 2019:2). Digital entrepreneurship can be defined as any entrepreneurial action that converts an asset, a service, or a significant part of a firm to digital (Kraus et al., 2018: 254). Digital entrepreneurship is discussed in Turkish literature as "e-entrepreneurship", "electronic entrepreneurship", "web entrepreneurship", "internet entrepreneurship", "computer entrepreneurship", "information entrepreneurship" and "online entrepreneurship" (Bayrakçı and Köse, 2019: 96; Vural and Çavuş, 2017: 51). In this study, all of these concepts have been consolidated under the umbrella of “digital entrepreneurship”. The concept of digital entrepreneurship to a wide extent, includes both the production of new Information and Communication Technologies (ICT) or ICT-enabled items (goods or services) and the application of new ICT-supported processes, and enter to new markets for ICT or ICT-enabled products. According to Hull et al. (2007), the distinction between traditional and digital entrepreneurship is based on ease of market access, ease of production and storage, ease of digital market distribution, digital workplace, digital products, digital service, and digital commitment.

Asghari and Gedeon (2010) argue that the digital entrepreneurship process consists of four stages. These stages occur in the following order; pre-seed, seed, start-up, and final expansion. The first stage (pre-seed) includes idea formation and building the entrepreneurial team. The seed-stage involves setting up the new venture. In the third stage (start-up), the firm is established and products and services are created for customers, and the last stage (expansion) occurs when new customers and markets are established. The pursuit of value creation through the establishment or extension of economic activity by finding and using new ICT goods, processes, and markets is characterized as digital entrepreneurship. (Bogdanowicz, 2015). In the same study, digital entrepreneurship is divided into two categories as in and outside the ICT sector. Besides, Hull et al. (2007) mentioned that digital entrepreneurship has three

types. These are 1) “mild digital entrepreneurship”, in which digital activities are viewed and applied as a complement to conventional activities, 2) “moderate digital entrepreneurship” in which the business invests substantial resources in digital, especially goods, distribution, or other elements of the value chain, and 3) “extreme digital entrepreneurship” where the entire business, from production to customers, is digital. Digital entrepreneurship offers several advantages to organizations. Organizations can operate more dynamically and cost-effectively, resulting in new entrepreneurial activities and beneficial corporate outcomes (Hull et al., 2007). A study conducted in Australia revealed that small and medium-sized enterprises actively exploit the latest technologies to improve communication and business operations increase their revenues by 15% and hired employees twice as many compared to Small Medium Enterprises (SMEs) that use less technology (Zhao and Collier, 2016:2176). Oyson (2011) emphasized that new technologies are the driving force for small business internationalization. Advanced, low-cost technologies provide opportunities to enable people to bridge time and space between. The increased usage of the internet, in particular, serves as a stimulus for entrepreneurship's internationalization (Hansen, 2019:39).

On the other hand, there are also negative aspects related to digital entrepreneurship. Digitalization, which encompasses all functions and operations of a business, may become more difficult as the organization grows (Kraus et al., 2018: 369). The ability to access more information may also imply the risk of encountering inaccurate or misleading information. Despite the lower operational expenses, investments in ICT infrastructure and digital technologies are costly. Additionally, the large range of software and hardware available can be confusing to inexperienced and unskilled entrepreneurs, posing hurdles for traditional firms. As a result of the internationalization given by digitalization, having stakeholders from varied countries of the world brings cultural differences and thus might lead to communication issues (Hull et al., 2007). While acknowledging the advantages of digital entrepreneurship, such as marketing, communication, and globalization, Schaper (2015) has argued that there is a raising need for an enhanced legal and regulatory framework that can handle the dangers and obstacles that small enterprises confront (Hansen, 2019:39).

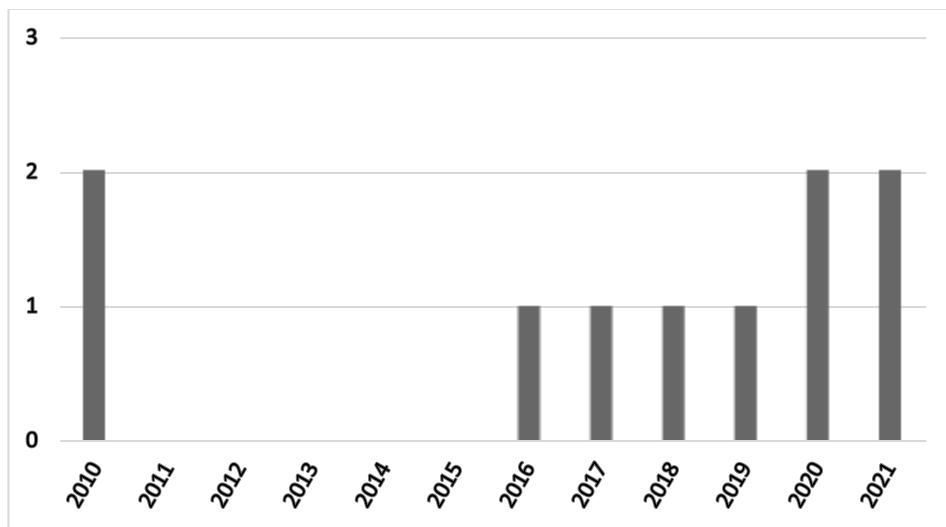
## **2. METHODOLOGY**

In this study which was conducted as a systematic literature review, the academic articles with the concept “digital entrepreneurship” in their titles in Google Scholar’s Turkish pages were analyzed. Additionally, the concepts which refers to digital entrepreneurship (e-entrepreneurship, electronic entrepreneurship, web entrepreneurship, internet entrepreneurship, computer entrepreneurship, information entrepreneurship and online entrepreneurship) were included in the framework of the study as well. Studies such as book chapters, papers, thesis and reports are excluded from the scope of the research. As a result of this review, 10 articles were determined to be appropriate for analysis. During

the research process, the data was entered into the Table 1, after researchers agreeing on the definitions. In Table 1, the articles are classified as author/s, year, research type, sampling, data collection and analysis methods, sample, purpose and findings. Table 1 lists the research purposes as well as a straight quotation from the articles. In addition, Table 1 summarizes the findings compiled from the articles' findings and conclusions sections.

### 3. FINDINGS

Among the articles discussed in this study, the initial study about digital entrepreneurship was conducted in 2010. As can be seen in Figure 1, two academic articles have been produced per year about the digital entrepreneurship as of 2010, 2020, and 2021. One academic article has been published per year in 2016, 2017, 2018, and 2019. Between 2011 and 2015, no articles related with the terms "digital entrepreneurship" or the concepts which refers to it in the title were found. The fact that a total of 10 articles were published in the literature review also indicates that there is a limited number of research in the literature on digital entrepreneurship.



**Figure 1.** Articles per Year

**Reference:** Authors' Own Elaboration

When academic journals published the analyzed articles were investigated, it was determined that the articles were published in various journals.

#### 3.1. Research Type, Sampling, Data Collection and Analysis Methods

As a result of the review, 4 articles about digital entrepreneurship (dijital girişimcilik), 2 articles about e-entrepreneurship (e-girişimcilik), 3 articles about internet entrepreneurship (internet girişimciliği) and 1 article about electronic entrepreneurship (elektronik girişimcilik) were found. In this context, 10 articles in Table 1 were discussed within the scope of the study. As of the research methods,

qualitative methods were used in 6 of the articles. In all of these 6 articles used overview method based on conceptual analysis. An overview shows “the summary of the literature that attempts to survey the literature and describe its characteristics” (Grant and Booth, 2009). Therefore, an overview is valuable especially for having detailed information about a concept (Aksay, 2018:38). Additionally, studies aiming at clarifying the concept for each terms (refers to digital entrepreneurship) are anticipated to increase the number of overviews. On the other hand, quantitative methods were used in 4 of 10 articles. It was observed that 2 random sampling, 1 purposive sampling and 1 convenience sampling technique were used in these articles. In addition, 2 online surveys and 2 face-to-face survey techniques were used. Frequency analysis, variance analysis, descriptive content analysis, confirmatory factor analysis (CFA) and structural equation modeling (SEM) were used in the analysis of the data.

Table 1. Digital Entrepreneurship Articles							
No	Article Name	Author/s & Year	Research Type	Sampling, Data Collection and Analysis Methods	Sample	Purpose	Findings
1	E-Girişimcilik Araçları ve Türkiye'deki e-Girişimciler Üzerine Bir Araştırma	Hasloğlu, Kaya and Haşloğlu (2010)	Quantitative	Random sampling, online survey, frequency analysis, variance analysis	49 e-entrepreneurs on the Internet	To determine the level at which e-entrepreneurs in Turkey use the Internet strategically.	The CRM, viral marketing, and e-mail marketing techniques of e-entrepreneurs were examined in the study. As a consequence of the research, it was discovered that the e-entrepreneurs within the scope of the research were not able to use the marketing tools effectively. As a result, they didn't see a significant rise in visitor numbers or advertising revenue.
2	Yeni Girişimcilik Modeli ve Yeni Nesil Girişimci Profili: İnternet Girişimciliği ve Y, M, Z Kuşağı Girişimci	Yelkikalan, Akatay and Altın (2010)	Qualitative	Overview		To define internet entrepreneurship, which is called the new entrepreneurship model. To build an internet entrepreneur profile which is needed for the future works as a theoretical infrastructure. To fill a significant gap in the literature by evaluating which generation best fits the new entrepreneur profile (internet entrepreneur) based on generational features (Y, M and Z).	Internet entrepreneurs are quick decision makers, determined, intuitive and communicative, and have the ability to manage knowledge. Millennials have become digital entrepreneurs, according to the article. Despite their differences, Generations M and Z are candidates to become internet entrepreneurs.
3	İnternetin Girişimciliği Kapsamında Değişen Enformasyon Siteleri Üzerine Bir Değerlendirme	Yıldırım and Başer (2016)	Qualitative	Overview		To discuss what effects technology has on social life. The special purpose of the study is to make an assessment on websites that provides changing information within the scope of internet entrepreneurship.	Not only is there product consumption via internet entrepreneurship, but there is also information consumption. Information flow is changing as a result of the internet, and entrepreneurship is evolving in new directions.
4	Elektronik Girişimcilik ve Kırgızistan'da Uygulanma Olanakları	Vural and Çavuş (2017)	Quantitative	Random sampling, online survey, frequency analysis	47 e-entrepreneurs in Kyrgyzstan	To reveal the current situation of e-entrepreneurship activities in Kyrgyzstan in order to give recommendations and shed light on future research in this area.	Kyrgyzstan is improving its internet infrastructure and mobile applications. In conjunction with these data, e-entrepreneurship is growing. Consumers do not trust e-commerce websites. Furthermore, the information content and design components of the e-entrepreneurship sites in Kyrgyzstan have been determined to be extremely lacking in this regard. It has been suggested that consumers be directed to e-entrepreneurship sites in a variety of ways by removing the flaws.
5	Dijital Çağda Yeni Bir Girişimcilik Yaklaşımı: Dijital Girişimcilik	Kiş (2018)	Qualitative	Overview		To uncover the occurrence, evolution, definition, and varieties of digital entrepreneurship, as well as the characteristics that distinguishes digital entrepreneurship from traditional entrepreneurship.	Digital entrepreneurship started to be seen in the late 1990s particularly in American-based enterprises, began to spread across many sectors in Turkey after 2000. On a sectoral basis, digital entrepreneurship applications can be mentioned to be common among enterprises of American origin. Clustering in digital entrepreneurship has not been observed globally or in Turkey.



No	Article Name	Author/s & Year	Research Type	Sampling, Data Collection and Analysis Methods	Sample	Purpose	Findings
6	Kadın Girişimciliğinde "Bir-Tik" Ötesi: Kadın Dijital Girişimciler Üzerine Nitel Bir Araştırma	Bayraktar and Köse (2019)	Qualitative	Purposive sampling, interview techniques, Descriptive content analysis	5 women entrepreneurs in Isparta	To put forward how and in what ways women entrepreneurs are using digital environments as an entrepreneurship tool.	It is seen that women entrepreneurs are mostly use Instagram. They also utilize Facebook, Twitter, and various websites in that order. As a result, women entrepreneurs use digital media to reach a big audience, create novel product design, advertise, gain new skills, and take advantage of cost-cutting opportunities. The disadvantages of social media are security and the inability to keep up with updates.
7	Dijital Okuryazarlık İnternet Girişimciği Niyeti İlişkisi Üzerine Ampirik Bir Çalışma	Çağlayan and Doğanalp (2020)	Quantitative	Convenience sampling, Face-to-face survey, CFA(confirmatory factor analysis), SEM(structural equation modeling)	500 students of Selçuk University's Faculty of Economics and Administrative Sciences	To examine the relationship between the digital literacy and the intentions of internet entrepreneurship of university students.	The positive effect of students' digital literacy on their internet entrepreneurship intentions has been determined. In addition, students with high digital literacy were found to have higher internet entrepreneurial intentions than students with low digital literacy.
8	Türkiye Hazır Giyim Sektöründe E-Girişimcilik Bağlamında Yeni Ürün Geliştirme İçin Bir Model Önerisi	Özbek, Esmer and Şavlan (2020)	Qualitative	Overview		To develop an e-entrepreneurship model for Turkish apparel companies and Turkish fashion designers.	The study proposes a model for bringing designers and apparel companies together online, of which both parties could benefit and pave the way for the development of high-quality new goods that match client demands and expectations.
9	Dijital Dönüşüm Sürecinde Yüksek Bir Değer: Dijital Girişimcilik	Çevik Tekin and Küşbedi (2021)	Qualitative	Overview		Examination of the concept of digital entrepreneurship and development of various recommendations at the end of the study	For the development of digital entrepreneurship which is still in its infancy, it is critical to actively monitor this sort of entrepreneurship, to include it in the Ministry of Development's goals, to conduct studies for its development, and to handle digital transformation alongside Society 5.0.
10	Dijital Dönüşüm ve Girişimcilikteki Değişim: Dijital Girişimcilik	Eşel and Sağlam (2021)	Qualitative	Overview		To investigate digital entrepreneurship and digital entrepreneurs in Turkey and around the world in line with digital transformation.	As a result, it has been predicted that digital entrepreneurship will develop even more in the coming years, and that the number of digital entrepreneurs may exceed the number of traditional entrepreneurs in the future.

### 3.2. Samples of the Studies

The studies examined in this research are conceptual and empirical papers. Since not all studies were subject to primary data analysis, the ones that used primary data and the samples in these articles are mentioned below:

- 49 e-entrepreneurs on the internet (Haşiloğlu, Kaya and Haşiloğlu, 2010)
- 47 e-entrepreneurs in Kyrgyzstan (Vural and Çavuş, 2017)
- 5 women entrepreneurs in Isparta (Bayrakçı and Köse, 2019)
- 500 students' of Selçuk University's Faculty of Economics and Administrative Sciences (Çağlıyan and Doğanalp, 2020)

### 3.3. Purposes of the Studies

Purposes of each study is listed below:

- To determine the level at which e-entrepreneurs in Turkey use the Internet strategically (Haşiloğlu, Kaya and Haşiloğlu, 2010).
- To define internet entrepreneurship, to build an internet entrepreneur profile which is needed for the future works as a theoretical infrastructure, to fill a significant gap in the literature by evaluating which generation best fits the new entrepreneur profile (internet entrepreneur) based on generational features (Y, M, and Z generations) (Yelkikalan, Akatay and Altın, 2010).
- To make an assessment on websites that provides changing information within the scope of internet entrepreneurship (Yıldırım and Başer, 2016).
- To reveal the current situation of e-entrepreneurship activities in Kyrgyzstan in order to give recommendations and shed light on future research in this area (Vural and Çavuş, 2017).
- To uncover the occurrence, evolution, definition, and varieties of digital entrepreneurship, as well as the characteristics that distinguishes digital entrepreneurship from traditional entrepreneurship (Kişi, 2018).
- To put forward how and in what ways women entrepreneurs are using digital environments as an entrepreneurship tool (Bayrakçı and Köse, 2019).
- To examine the relationship between the digital literacy and the intentions of internet entrepreneurship of university students (Çağlıyan and Doğanalp, 2020).
- To develop an e-entrepreneurship model for Turkish apparel companies and Turkish fashion designers (Özbek, Esmer and Şaylan, 2020).
- Examination of the concept of digital entrepreneurship and development of various recommendations at the end of the study (Çevik Tekin and Küsbeci, 2021).
- To investigate digital entrepreneurship and digital entrepreneurs in Turkey and around the world in line with digital transformation (Eyel and Sağlam, 2021).

### 3.4. Findings of the Studies

The findings of the studies that compiled from the articles' findings and conclusions sections can be listed as follows:

- The e-entrepreneurs within the scope of the research were not able to use the marketing tools effectively. As a result, they didn't see a significant rise in visitor numbers or advertising revenue (Haşiloğlu, Kaya and Haşiloğlu, 2010).
- Internet entrepreneurs are quick decision makers, determined, intuitive and communicative, and have the ability to manage knowledge. Millennials have become digital entrepreneurs, according to the article. Despite their differences, Generations M and Z are candidates to become internet entrepreneurs (Yelkikalan, Akatay and Altın, 2010).
- Not only is there product consumption via internet entrepreneurship, but there is also information consumption. Information flow is changing as a result of the internet, and entrepreneurship is evolving in new directions (Yıldırım and Başer, 2016).
- Consumers do not trust e-commerce websites in Kyrgyzstan. Furthermore, the information content and design components of the e-entrepreneurship sites in Kyrgyzstan have been determined to be extremely lacking in this regard (Vural and Çavuş, 2017).
- Clustering in digital entrepreneurship has not been observed globally or specifically in Turkey (Kişi, 2018).
- Women entrepreneurs within the scope of the research are mostly use Instagram. They also utilize Facebook, Twitter, and various websites in that order. As a result, women entrepreneurs use digital media to reach a big audience, create novel product design, advertise, gain new skills, and take advantage of cost-cutting opportunities (Bayrakçı and Köse, 2019).
- The positive effect of students' digital literacy on their internet entrepreneurship intentions has been determined. In addition, it was concluded that students with high digital literacy had higher internet entrepreneurial intentions than students with low digital literacy (Çağlıyan and Doğanalp, 2020).
- The study proposes a model for bringing designers and apparel companies together online, of which both parties could benefit and pave the way for the development of high-quality new goods that match client demands and expectations (Özbek, Esmer and Şaylan, 2020).
- For the development of digital entrepreneurship, which is still in its infancy, it is critical to actively monitor this sort of entrepreneurship to include it in the Ministry of Development's goals, to conduct studies for its development, and to handle digital transformation alongside Society 5.0 (Çevik Tekin and Küsbeci, 2021).

- As a result of the study, it has been predicted that digital entrepreneurship will develop even more in the upcoming years, and that the number of digital entrepreneurs may exceed the number of traditional entrepreneurs in the future (Eyel and Sağlam, 2021).

## CONCLUSION

The aim of this study is to conduct a systematic literature review of digital entrepreneurship in Turkish literature. In this study, the concept of "e-entrepreneurship," "electronic entrepreneurship," "web entrepreneurship," "internet entrepreneurship," "computer entrepreneurship," "information entrepreneurship," and "online entrepreneurship" have been consolidated under the umbrella of "digital entrepreneurship" since digital entrepreneurship has been mentioned in Turkish literature under a variety of names. From this point forth, academic articles in Turkish -including the Turkish translation of all the concepts that refer to digital entrepreneurship (dijital girişimcilik)- were examined by using Google Scholar. A total of 10 articles are identified and the articles are summarized in terms of author/s, research type, sampling, data collection and analysis methods, sample, purpose and findings of the research.

It is found that the initial study about digital entrepreneurship was conducted in 2010. Since 2016, there has been at least one publication on digital entrepreneurship every year. According to the research methods, 6 of 10 articles were found to be evaluated by overview based on conceptual analysis. The concept of digital entrepreneurship is new in the literature and studies aiming at clarifying the concept for each terms (refers to digital entrepreneurship) are anticipated to increase the number of overviews. Remaining 4 of 10 articles were found to be conducted by quantitative methods. In only 2 of the 4 articles data is gathered from digital entrepreneurs. In the remaining 2 articles, samples are women entrepreneurs and the university students. Additionally, all the analyses in the quantitative articles are carried out with primary data.

It is seen that the definition of digital entrepreneurship or the concepts refer to it are defined in many of the articles (Çevik Tekin and Küsbeci, 2021; Eyel and Sağlam, 2021; Kişi, 2018; Yelkikalan, Akatay and Altın, 2010). When the purposes of the studies are evaluated, it is seen that the articles differ from each other in terms of purposes. According to the evaluation of the findings of the studies, it is expected that number of digital entrepreneurship have the potential to increase in the near future. Hence, different studies are expected to be conducted according to the rising interest in digital entrepreneurship. In addition, it was observed that the articles in this study did not refer to any theory. When the articles out of Turkey were investigated, it was seen that social network theory, social capital theory, institutional theory, intersectionary theory, dynamic capability theory, theory of planned behavior, and the trust theory have been used (Anim-Yeboah, et.al, 2020; Dy, Marlow and Martin, 2017; Zhao and Collier, 2016). In future studies researchers may use these theories to form a theoretical basis in their studies. Future studies may focus on "barriers and drivers of digital entrepreneurship (in Turkey)", "digital

entrepreneurship intention in different samples” and “opportunities, problems, and key challenges of digital entrepreneurship”.

As Webster and Watson (2002) noted, a literature review can be written for two reasons: “First, scholars who have completed or made substantial progress on a stream of research are well positioned to tell their colleagues what they have learned and where the field can most fruitfully direct its attention. Second, scholars who have completed a literature review prior to embarking on a project and have developed some theoretical models derived from this review are also potential authors.”

Depending on this explanation, this study was prepared to form the basis of a research on digital entrepreneurship.

Despite the increasing interest in digital entrepreneurship in Turkey, a limited number of articles are found to be related to digital entrepreneurship in Turkish literature. On the other hand, as a limitation of this study it should be noted that the articles within the scope of the research are searched in only one database, namely Google Scholar. Hence, it should be taken into account that this limitation may reduce the number of evaluated articles in this study.

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