

# A Comprehensive Analysis of Digital Entrepreneurship: Systematic Review on the Emerging Trend in Entrepreneurship Management

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**Abstract:** *Entrepreneurship is the driving force behind economic and cultural progress. Entrepreneurship education facilitates the advancement of novel entities, the optimized utilization of established expertise, competencies, and inventive capacity, as well as the cultivation of entrepreneurial mindset within society. Small enterprises and entrepreneurs have been disproportionately affected by the most recent outbreak compared to other sectors of the economy. In general, tiny enterprises have limited resources to withstand a crisis. Moreover, digital entrepreneurship stands out as one of the most advantageous choices for small enterprises to weather the storm, although they possess limited proficiency in this area. Small businesses should explore various digital strategies throughout this crisis. Receiving assistance from the government, keeping digital communication with clients, and initiating online sales for established products are frequently recommended strategies. Rapid changes are occurring in all sectors of the contemporary world, with a special focus on information and communication technology (ICT). In this case, the competitive landscape is being transformed by the rapid adoption of innovative technology with creative functionalities, which requires modifications to conventional market strategies, practices, and procedures. In this scenario, digital entrepreneurship is crucial for an entrepreneur to carry out their activities with precision and effectiveness. Entrepreneurial digital app utilization involves employing both traditional and technological methods to enhance the market value of a product and facilitate the growth of a business.*

**Keywords:** Information and Communication Technology, digital entrepreneurship, and entrepreneurship, emerging trend