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Digital entrepreneurship in the context of the Republic of Serbia

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***Abstract**: The concept of digital entrepreneurship is a topical issue that significantly affects the contemporary business practice and management theory. Therefore, the main goal of the research was to point out the importance of digital entrepreneurship for the business of modern organisations, as well as to analyse the potential for digital entrepreneurship on the example of companies from the Republic of Serbia in the context of employees' gender and work experiences. From a scientific point of view, the paper provides an insight into the theoretical framework of digital entrepreneurship, which includes current definitions and scientific approaches published in world relevant scientific basis. The empirical significance of the research is based on the results of a survey that included 124 employees (N=124), from different companies which have implemented digital innovations or used digital technologies for business model transformation in the Republic of Serbia.*

***Keywords**: digital entrepreneurship, entrepreneurship, digital innovation, digital business, digital transformation*

Digitalno preduzetništvo u kontekstu Republike Srbije

***Apstrakt**: Koncept digitalnog preduzetništva je aktuelno pitanje koje značajno utiče na savremenu poslovnu praksu i teoriju menadžmenta. Stoga je osnovni cilj istraživanja bio da se ukaže na značaj digitalnog preduzetništva za poslovanje savremenih organizacija, kao i da se analizira potencijal za digitalno preduzetništvo na primeru kompanija iz Republike Srbije u kontekstu*

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pola i radnog iskustva zaposlenih. Sa naučnog stanovišta, rad daje uvid u teorijski okvir digitalnog preduzetništva koji obuhvata aktuelne definicije i naučne pristupe objavljene u svetski relevantnim naučnim bazama. Empirijski značaj istraživanja zasnovan je na rezultatima ankete koja je obuhvatila 124 ispitanika (N=124), zaposlenih u različitim kompanijama koje su implementirale digitalne inovacije ili koristile digitalne tehnologije za transformaciju poslovnih modela u Republici Srbiji.

***Ključne reči**: digitalno preduzetništvo, preduzetništvo, digitalne inovacije, digitalno poslovanje, digitalna transformacija*

1. Introduction

The concept of digital entrepreneurship is a topical issue that significantly affects the contemporary business practice and management theory. The study of digital entrepreneurship has also social consequence, since digital transformation and innovations contribute to economic growth, better productivity, employment, as well as higher quality of work and life (Antonizzi & Smuts, 2020; Hisrich & Shepherd, 2017).

As was the case of digital marketing, e-commerce and similar fields, in digital entrepreneurship, practice also went one step ahead of theory, and the business success of digital companies such as Google, Amazon, Facebook etc., in the context of brand value and market capitalization drew the attention of science to the importance of this area.

Relevant studies have shown that the practice of digital entrepreneurship appeared in the 1990s, significantly contributing to the transformation of organisations (Kollmann et al.,2022). According to literature review, the concept of digital entrepreneurship has evolved in numerous definitions from a sub-segment of entrepreneurship, which is based on the application of digital technology in business, to a pillar of the digital economy that creates innovations and finds business opportunities for the success of modern organisations in the market (Hull et al., 2007; Gontareva et al., 2018; Tao et al.,2022; Jovanovic et al.,2024).

This paper presents the theoretical framework of digital entrepreneurship, which includes current definitions and scientific approaches published in world relevant scientific basis. The goal of the research was to point out the importance of digital entrepreneurship for the business of modern organisations, as well as to analyse the potential for digital entrepreneurship on the example of companies from the Republic of Serbia in the context of

employees' gender and work experiences. The importance of the research topic is also supported by a report from the European Parliament that underlines the effects of stereotypes which hinder the participation of women in the digital sector (European Parlament, 2021).

When defining the research scope, certain limitations in the literature were also taken into account, concerning the lack of studies dealing with the assessment of the potential for digital entrepreneurship in companies as well as gender comparisons related to this subject. For instance, Priyono et al. (2020) indicated the research gap in understanding how entrepreneurs adapt and innovate business models in response to digital disruption. A systematic review by Le Dinh et al. (2018) called for more comprehensive research to establish a clear and distinct definition of digital entrepreneurship. In adition, the studies conducted by Anim-Yeboah et al. (2020) and Kraus et al. (2019) have recognised that digital entrepreneurship research usually lacks strong theoretical frameworks. Similar to these findings, Dana et al. (2024) have demonstrated the gap in theoretical foundations of digital entrepreneurship, indicating a need for studies that would develop and implement theoretical frameworks to this emerging field. Therefore, another starting point in the paper was to provide the answers related to this research gap.

The tested indicators of potential for digital entrepreneurship included the following aspects: digital innovation management, knowledge of digital innovation, IT competencies and availability of IT Infrastructure. The survey was conducted on a sample of 124 respondents (N=124), employed in different companies which have implemented some aspects of digital innovations or used digital technologies for business model transformation. The research was conducted in The Republic of Serbia during February and April 2024. Data analysis was performed by SPSS program functions of descriptive statistics and Anova test.

2. Literature review

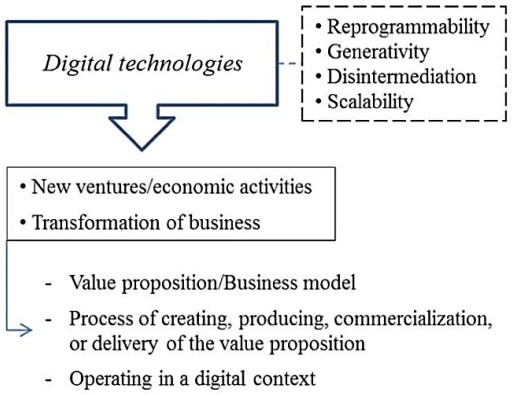
According to literature review, there is a significant number of definitions that explain the term digital entrepreneurship. Among the earliest studies Kollmann (2006) defined digital entrepreneurship as e-entrepreneurship, which referred to "establishing a new company with an innovative business idea within the net economy" and providing the so called "electronic creation of value". The author also pointed out the chronological development of digital entrepreneurship, taking into account the contributions of digital technologies

in the emergence of innovations and the transformation of business models during the 1990s. In addition, Hull et al. (2007) considered digital entrepreneurship as a subcategory of entrepreneurship related to digitalization of activities and processes in organisation. According to this approach, digital entrepreneurship meant the digitization of only certain business processes or the transformation of the entire organisation.

In addition to the term digital entrepreneurship, which is nowadays widely represented in the literature, the following expressions were also used in scientific studies (Kollmann et al., 2022): Internet entrepreneurship (from 1990 to 2000); IT entrepreneurship, e-entrepreneurship and virtual entrepreneurship (from 2001 to 2015); cyber entrepreneurship and techno entrepreneurship (from 2016 to 2020); online entrepreneurship, e-commerce entrepreneurship and digital entrepreneurship up to date.

When exploring different definitions of digital entrepreneurship, it can be noted that some studies particularly emphasize its contribution to the search for business and economic opportunities based on the use of digital technology (Davidson & Vaast, 2010; Beckman et al., 2012). Other studies have recognised the significant role of digital entrepreneurship in creating added value, or even digital values for customers as well as the stakeholders. For instance, the definition provided by European Commission (2015) indicates that “digital entrepreneurship relates to all new ventures and business transformations that drive economic and/or social value by creating and using novel digital technologies”. Moreover, Soltanifar et al. (2021) consider that digital entrepreneurship is “searching for new ways of using technologies and digital transformation to create new sources of value and wealth”. Similar, Sahut et al. (2021) emphasize the process of entrepreneurial creation of digital value. In accordance with these stands, the Figure 1 illustrates the role of digital entrepreneurship in creating the value based on the use of digital technologies, by finding new business ventures and providing business transformation.

Figure 1: Digital entrepreneurship in creating new values



Source: Fernández & Rodriguez (2023)

Furthermore, significant findings were presented in a study conducted by Arlott, et al. (2019) who demonstrated the implications of digital entrepreneurship on creating added value in different sectors in Germany such as health organisations, home furniture, consumer electronics and food industry. In addition, in some studies (Gregori & Holzmann, 2020) the concept of digital entrepreneurship is seen as an important factor for social and environmental value creation.

When analysing definitions of digital entrepreneurship, one more important element is noticeable. This element refers to the transformation of business models that digital entrepreneurship should provide through innovation that is finding new business opportunities that lead to greater value. Antonizzi & Smuts (2020) consider digital transformation as an essential aspect of digital entrepreneurship that "involves the redesign of business practices to incorporate digital technology within the business". According to Kraus et al. (2019) "digital entrepreneurship includes any entrepreneurial activity that transfers an asset, service, or major part of the business into digital". In addition, Satalkina and Steiner (2020) have also demonstrated "the role of digital entrepreneurship within the transformation of the innovation system".

Bearing in mind the economic and social importance of digital entrepreneurship, the empirical part of this research was conceived, aiming to analyse the potential for digital entrepreneurship in the Republic of Serbia. The questionary was designed in accordance with the model developed by

Stachel & Musante (2022) who investigated how companies apply corporate entrepreneurship to advance innovation.

3. Research methodology

3.1. Hypothesis development

To focus the research scope, the following hypothesis were developed:

H1: The potential for digital entrepreneurship differs significantly between genders.

The hypothesis H1 was derived on the basis of scientific studies dealing with gender gap in digital entrepreneurship on a global scale. Sperber & Linder (2023) indicated higher percent of male members in IT startup teams. Perez (2019) has aslo pointed out the imbalance between gender participation in strating the business venture. In adition, the study by Cong et al. (2022) has emphasised the gender gap in entrepreneurship. Similar findings were presented by Global Entrepreneurship Monitor (2022) in a global survey that indicated only 2,7% of women entrepreneurs who were starting businesses in ICT in comparison to 4.7% of men.

H2: The potential for digital entrepreneurship differs significantly between employees in terms of work experience.

The hypothesis H2 was developed according to literature review that included different studies dealing with digital entrepreneurship in relation to work experience. In a study provided by Aragão dos Santos & Vitale Torkomian (2021) the authors have identified individual characteristics that affect the performance of digital entrepreneurship such as gender, organizational and communication skills, adaptability to change, qualifications and knowledge, experience etc. Mittermeier et al. (2023). have pointed out the importance of experience and formal education for the performance of digital ventures. Another perspective was provided by Zhang et al. (2022) who indicated the significance of work experience in terms of digital exposure. Furthermore, Chen et al. (2024) have analysed how entrepreneur's prior experience affect the performance of new ventures.

3.2. Instruments and data collection

The main research instrument that was applied in this paper was a questionnaire developed by Stachel & Musante (2022). The questionnaire was successfully tested in European countries and proved to be suitable in different social and cultural contexts. Therefore, it was considered suitable for the testing presented in this paper.

The survey was conducted on a sample of 124 employees in different companies which have implemented digital innovations or used digital technologies for business model transformation in the Republic of Serbia. The data was collected during February and April 2024.

The selected variables from the questionnaire related to different aspects of digital entrepreneurship such as:

- Digital innovation management (VAR 1, VAR 2, VAR 3),
- Knowledge of digital innovation (VAR 4, VAR 5),
- IT competencies (VAR 6, VAR 7), and
- Availability of IT Infrastructure (VAR 8, VAR 9, VAR 10).

Cronbach's Alpha scores for all four dimensions of digital entrepreneurship potential were $\alpha>0.8$ indicating high reliability of the research instrument (Table 1).

Table 1: Cronbach's alpha values for tested variables

Reliability Statistics Var 1, Var 2, Var 3	
Cronbach's Alpha	N of Items
.953	3
Reliability Statistics Var 4, Var 5	
Cronbach's Alpha	N of Items
.983	2
Reliability Statistics Var 6, Var 7	
Cronbach's Alpha	N of Items
.935	2
Reliability Statistics Var 8, Var 9, Var 10	
Cronbach's Alpha	N of Items
.991	3

Source: Authors' calculations in SPSS

The variables were examined in the form of closed questions using a Likert scale with the following values: 1 = disagree, 2 = slightly disagree, 3 = neither agree nor disagree, 4 = slightly agree, 5 = agree.

3.3. Methodology and sample

For the purposes of this research, the questionnaire was used in its original, unmodified form. The instrument has been successfully applied in different cultural and economic contexts which proved its cross-cultural validity. In this regard, it was considered that the tool can measure the same concepts effectively across diverse groups, making it easier to compare findings across studies in various settings without introducing inconsistencies.

Data analysis in the research was performed by SPSS program functions of descriptive statistics and Anova test. ANOVA was used for comparing differences between groups (e.g., male vs. female) on specific dependent variables. The means of male and female groups across the variables were compared in order to explore if the gender is related to certain variables of digital entrepreneurship. Similarly, work experience was categorized into different levels (< 5 years, 6 - 10 years, 11 - 15 years, > 15 years) to analyse its relations with digital entrepreneurship. Parametric tests, such as ANOVA, assume that the data for each group being compared follow a normal distribution. Having in mind that the work experience data was measured on an interval such as the years of experience, parametric tests were considered suitable. ANOVA testing has enabled the groups' comparison based on respondents' work experience to assess whether experience levels are related to digital innovation management, knowledge of digital innovation, IT competencies, or availability of IT Infrastructure.

The research sample has included 124 employees (N=124) working in different sectors in the Republic of Serbia (Table 2). According to the data presented in the table, it can be noted that the largest number of respondents were employed in the technology sector (33.9%), followed by financial services (22.6%) and retail (20.2%).

Table 2: Sample structure by industry

Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hospitality and tourism	16	12.9	12.9	12.9
	Financial services	28	22.6	22.6	35.5
	Manufacturing	13	10.5	10.5	46.0
	Retail	25	20.2	20.2	66.1
	Technology	42	33.9	33.9	100.0
	Total	124	100.0	100.0	

Source: Authors' calculations in SPSS

The gender structure of the sample (table 3) shows a slightly higher representation of the male population (51.6%) in comparison with female respondents (48.4%).

Table 3: Sample structure by gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	64	51.6	51.6	51.6
	Female	60	48.4	48.4	100.0
	Total	124	100.0	100.0	

Source: Authors' calculations in SPSS

Table 4: Sample structure – respondents' work experience

Work experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 years	19	15.3	15.3	15.3
	6 - 10 years	23	18.5	18.5	33.9
	11-15 years	33	26.6	26.6	60.5
	> 15 years	49	39.5	39.5	100.0
	Total	124	100.0	100.0	

Source: Authors' calculations in SPSS

In terms of work experience (Table 4), the majority of employees from the sample had work experience longer than 15 years (39.5%), and only 15% of respondents had work experience less than 5 years.

4. Research findings and discussion

To verify the hypothesis H1, the t test was applied, which provided the comparison of mean values in the answers of male and female respondents. The results of this analysis are presented in tables 5 and 6. The obtained data showed difference between the respondents' gender. The higher mean values were demonstrated in male responds for all tested variables from the questionary, with the highest score recorded for Var 8 ($M=4.609$, $SD=0.49$, $p<0.05$). However, it should be noted that the results were not statistically significant for two variables (Var 2, $p=0.57$ and Var 7, $p=0.9$).

Table 5: Group Statistics in respondents' answers by gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Var 1: My organisation has an efficient and flexible approach to development projects.	Male	64	4.0156	.88178	.11022
	Female	60	3.7833	.94046	.12141
Var 2: My organisation implements a profitable digital business.	Male	64	4.4688	1.00741	.12593
	Female	60	3.8667	.99943	.12903
Var 3: My organisation makes quick consistent and clear digital business decisions.	Male	64	3.9844	.86359	.10795
	Female	60	3.8500	.98849	.12761
Var 4: New digital technology is readily accepted in my organisation.	Male	64	4.4531	.81513	.10189
	Female	60	3.5167	1.12734	.14554
Var 5: We always look out for opportunities to use digital technology in our innovation.	Male	64	4.3750	.80672	.10084
	Female	60	3.4333	1.04746	.13523
Var 6: My organisation ensures proactive awareness of trends and relevant opportunities.	Male	64	4.4531	.71113	.08889
	Female	60	3.6833	1.03321	.13339
Var 7: My organisation is adaptable to digital transformation.	Male	64	4.4531	.71113	.08889
	Female	60	3.6667	.81650	.10541
Var 8: My organisation has business-unit-specific applications, usually on a chargeback or contractual basis.	Male	64	4.6094	.49175	.06147
	Female	60	3.8833	.84556	.10916
Var 9: My organisation has a firm-wide communication network service	Male	64	4.5313	.64164	.08021
	Female	60	3.8500	.86013	.11104
Var 10: My organization has the electronic provision of management information e.g. EIS or DSS	Male	64	4.5313	.64164	.08021
	Female	60	3.8500	.86013	.11104

Source: Authors' calculations in SPSS

When analysing and discussing the obtained results on gender differences in respondents' answers, it should be noted that the studies dealing with this topic are very limited. In earlier studies Orser and Elliott (2015) explored how feminist values are enacted through venture creation to improve women's positions in society. In more recent research, a slight shift has been made in the literature review and comparison of certain approaches to female digital entrepreneurship (Luo & Chan, 2021; McAdam et al., 2020) emphasizing its necessity and importance (Wing-Fai, 2019; Alhajri & Aloud, 2024). A study conducted by Pergelova et al. (2019) pointed out that digital tools positively impact SME internationalization by enhancing access to international market intelligence, with female entrepreneurs leveraging these technologies more effectively than their male counterparts. Suseno & Abbott (2021) have analysed specific individual characteristics of female entrepreneurs in order to indicate their capacities to create business opportunities and digital inovation. Different findings were presented by Schillo and Ebrahimi's (2021) who

explored gender distribution among key professionals in venture capital-backed digital startups. The authors indicated that women's participation remained low and negatively correlated with venture capital funding. Important conclusions were presented in a study conducted by Hull et al. (2023) who recognised that digital entrepreneurship enables specific innovativeness, leading to improved new venture performance, particularly for women. However, according to literature review, the general conclusion is that there is a lack of studies dealing with the comparison of the capacities for digital entrepreneurship between genders, as well as their assessment.

Table 6: Comparison between the genders

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Difference	Lower	Upper
Var 1	Equal variances assumed	5.097	.026	1.420	122	.158	.23229	.16364	-.09165	.55623
	Equal variances not assumed			1.417	119.995	.159	.23229	.16398	-.09238	.55696
Var 2	Equal variances assumed	.325	.570	3.339	122	.001	.60208	.18034	.24508	.95908
	Equal variances not assumed			3.339	121.603	.001	.60208	.18029	.24516	.95900
Var 3	Equal variances assumed	8.079	.005	.807	122	.421	.13437	.16642	-.19507	.46382
	Equal variances not assumed			.804	117.366	.423	.13437	.16715	-.19664	.46539
Var 4	Equal variances assumed	13.039	.000	5.325	122	.000	.93646	.17586	.58833	1.28459
	Equal variances not assumed			5.271	106.948	.000	.93646	.17766	.58426	1.28865
Var 5	Equal variances assumed	5.469	.021	5.629	122	.000	.94167	.16729	.61050	1.27283
	Equal variances not assumed			5.582	110.781	.000	.94167	.16869	.60740	1.27594
Var 6	Equal variances assumed	7.431	.007	4.859	122	.000	.76979	.15844	.45614	1.08344
	Equal variances not assumed			4.802	103.858	.000	.76979	.16029	.45192	1.08766
Var 7	Equal variances assumed	2.890	.092	5.729	122	.000	.78646	.13727	.51471	1.05820
	Equal variances not assumed			5.704	117.231	.000	.78646	.13789	.51339	1.05953
Var 8	Equal variances assumed	24.563	.000	5.889	122	.000	.72604	.12328	.48200	.97008
	Equal variances not assumed			5.795	93.540	.000	.72604	.12528	.47728	.97480
Var	Equal variances assumed	10.435	.002	5.020	122	.000	.68125	.13572	.41259	.94991

	Equal variances not assumed			4.973	108.869	.000	.68125	.13698	.40976	.95274
Var 10	Equal variances assumed	10.435	.002	5.020	122	.000	.68125	.13572	.41259	.94991
	Equal variances not assumed			4.973	108.869	.000	.68125	.13698	.40976	.95274

Source: Authors' calculations in SPSS

The verification of hypothesis H2 was provided by applying Anova test, represented in tables 7 and 8. The findings indicate the difference in respondents' answers in terms of their working experience. The highest Mean values ($4.28 \leq M \leq 4.796$, $p>0.05$) were recorded within the respondents with working experience longer that 15 years. The results related to all four tested dimensions: digital innovation management, knowledge of digital innovation, IT competencies and availability of IT infrastructure.

These findings can be compared with other similar studies. For instance, Abubakre et al. (2022) confirmed the relationship between entrepreneur's innovativeness in IT and working experience in a study conducted in Nigeria. Another perspective was given by Singh et al. (2024) who demonstrated that working experience together with digital entrepreneurial education and training positively affect the entrepreneurial competences. Comparable conclusions were presented in studies indicating the importance of digital skills development (Ignatow & Robinson, 2017) and entrepreneurial knowledge (Yaghoubi et al., 2017) for entrepreneurial processes. In addition, the findings provided in a studies conducted by Trongtorsak et al. (2021), Muhammad et al. (2023) and Samara et al. (2021) demonstrated the significance of prior working experience for digital entrepreneurship performance. Significant contribution was provided by Bouwmans et al. (2024) who developed Digital Transformation Skills Framework (DTSF) to identify essential skill sets for digital transformation. This framework encompassed six skill sets: "digital work, entrepreneurship, evidence-based work, collaboration, communication, and adaptation". The study has indicated that practical experience enhances an individual's ability to manage digital innovation effectively. Furtheromre, Fossen & Sorgner (2021) conducted a research dealing with the effects of digitalization on entrepreneurship in United States. Their findings demonstrated that high-skilled employees in ICT occupations have an increased possibility to become entrepreneurs in unincorporated business. In addition, Nambisan & Baron (2021) demonstrated the importance of IT abilities and experience among digital entrepreneurs in stimulating and fostering venture creation. However, different approach was presented in a study conducted in Italy, which identified three main clusters within the sample of 348 digital entrepreneurs: "emerging very young; emerging business focused and experienced" (Ammirato et al., 2020). The study pointed out that the clusters vary depending on "the entrepreneurs' background and competence base, motivation and satisfaction factors".

Table 7: Comparison of mean values regarding respondents' work experience

Descriptives									
						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min	Max
Var 1	< 5 years	19	3.2105	.53530	.12281	2.9525	3.4685	2.00	4.00
	6 - 10 years	23	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	11-15 years	33	3.4545	1.17502	.20455	3.0379	3.8712	2.00	5.00
	> 15 years	49	**4.4286**	.70711	.10102	4.2255	4.6317	1.00	5.00
	Total	124	3.9032	.91438	.08211	3.7407	4.0658	1.00	5.00
Var 2	< 5 years	19	3.4211	.90159	.20684	2.9865	3.8556	2.00	5.00
	6 - 10 years	23	4.3913	.49901	.10405	4.1755	4.6071	4.00	5.00
	11-15 years	33	3.5455	1.25227	.21799	3.1014	3.9895	2.00	5.00
	> 15 years	49	**4.7959**	.64484	.09212	4.6107	4.9811	1.00	5.00
	Total	124	4.1774	1.04413	.09377	3.9918	4.3630	1.00	5.00
Var 3	< 5 years	19	3.2632	.65338	.14989	2.9482	3.5781	2.00	5.00
	6 - 10 years	23	4.0435	.20851	.04348	3.9533	4.1336	4.00	5.00
	11-15 years	33	3.6667	1.33853	.23301	3.1920	4.1413	2.00	5.00
	> 15 years	49	**4.2857**	.67700	.09671	4.0913	4.4802	1.00	5.00
	Total	124	3.9194	.92479	.08305	3.7550	4.0837	1.00	5.00
Var 4	< 5 years	19	2.7895	1.18223	.27122	2.2197	3.3593	2.00	5.00
	6 - 10 years	23	3.5217	.66535	.13873	3.2340	3.8095	3.00	5.00
	11-15 years	33	3.9394	.93339	.16248	3.6084	4.2704	3.00	5.00
	> 15 years	49	**4.7347**	.67006	.09572	4.5422	4.9272	3.00	5.00
	Total	124	4.0000	1.08200	.09717	3.8077	4.1923	2.00	5.00
Var 5.	< 5 years	19	2.7368	1.09758	.25180	2.2078	3.2659	2.00	5.00
	6 - 10 years	23	3.4783	.59311	.12367	3.2218	3.7347	3.00	5.00
	11-15 years	33	3.7273	.76128	.13252	3.4573	3.9972	3.00	5.00
	> 15 years	49	**4.7143**	.67700	.09671	4.5198	4.9087	3.00	5.00
	Total	124	3.9194	1.04061	.09345	3.7344	4.1043	2.00	5.00
Var 6	< 5 years	19	2.7368	1.09758	.25180	2.2078	3.2659	2.00	5.00
	6 - 10 years	23	4.0435	.20851	.04348	3.9533	4.1336	4.00	5.00
	11-15 years	33	3.8182	.72692	.12654	3.5604	4.0759	3.00	5.00
	> 15 years	49	**4.7959**	.49915	.07131	4.6525	4.9393	3.00	5.00
	Total	124	4.0806	.95931	.08615	3.9101	4.2512	2.00	5.00
Var 7	< 5 years	19	3.3684	.68399	.15692	3.0388	3.6981	3.00	5.00
	6 - 10 years	23	3.4783	.59311	.12367	3.2218	3.7347	3.00	5.00
	11-15 years	33	3.8182	.72692	.12654	3.5604	4.0759	3.00	5.00
	> 15 years	49	**4.7959**	.49915	.07131	4.6525	4.9393	3.00	5.00
	Total	124	4.0726	.85705	.07696	3.9202	4.2249	3.00	5.00
Var 8	< 5 years	19	3.5263	.77233	.17718	3.1541	3.8986	3.00	5.00
	6 - 10 years	23	3.5217	.66535	.13873	3.2340	3.8095	3.00	5.00
	11-15 years	33	4.3030	.46669	.08124	4.1375	4.4685	4.00	5.00
	> 15 years	49	**4.8571**	.35355	.05051	4.7556	4.9587	4.00	5.00

	Total	124	4.2581	.77429	.06953	4.1204	4.3957	3.00	5.00
Var 9	< 5 years	19	3.5263	.77233	.17718	3.1541	3.8986	3.00	5.00
	6 - 10 years	23	3.5217	.66535	.13873	3.2340	3.8095	3.00	5.00
	11-15 years	33	4.2121	.59987	.10442	3.9994	4.4248	3.00	5.00
	> 15 years	49	**4.7755**	.58685	.08384	4.6069	4.9441	3.00	5.00
	Total	124	4.2016	.82620	.07419	4.0547	4.3485	3.00	5.00
Var 10	< 5 years	19	3.5263	.77233	.17718	3.1541	3.8986	3.00	5.00
	6 - 10 years	23	3.5217	.66535	.13873	3.2340	3.8095	3.00	5.00
	11-15 years	33	4.2121	.59987	.10442	3.9994	4.4248	3.00	5.00
	> 15 years	49	**4.7755**	.58685	.08384	4.6069	4.9441	3.00	5.00
	Total	124	4.2016	.82620	.07419	4.0547	4.3485	3.00	5.00

Source: Authors' calculations in SPSS

Table 8: Anova table related to work experience

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Var 1	Between Groups	29.499	3	9.833	16.089	.000
	Within Groups	73.340	120	.611		
	Total	102.839	123			
Var 2	Between Groups	43.846	3	14.615	19.433	.000
	Within Groups	90.251	120	.752		
	Total	134.097	123			
Var 3	Between Groups	17.219	3	5.740	7.829	.000
	Within Groups	87.974	120	.733		
	Total	105.194	123			
Var 4	Between Groups	59.673	3	19.891	28.306	.000
	Within Groups	84.327	120	.703		
	Total	144.000	123			
Var 5.	Between Groups	63.225	3	21.075	36.145	.000
	Within Groups	69.969	120	.583		
	Total	133.194	123			
Var 6	Between Groups	61.685	3	20.562	47.902	.000
	Within Groups	51.509	120	.429		
	Total	113.194	123			
Var 7	Between Groups	45.318	3	15.106	40.257	.000
	Within Groups	45.028	120	.375		
	Total	90.347	123			
Var 8	Between Groups	40.296	3	13.432	48.193	.000
	Within Groups	33.446	120	.279		
	Total	73.742	123			
Var 9	Between Groups	35.438	3	11.813	29.214	.000
	Within Groups	48.522	120	.404		
	Total	83.960	123			
Var 10	Between Groups	35.438	3	11.813	29.214	.000
	Within Groups	48.522	120	.404		
	Total	83.960	123			

When interpreting the data in tables 7 and 8, it should be noted the relatively high scores for all variables (Var 1 – Var 10), showing the high potential for digital entrepreneurship in companies from the sample. The strongest potential (Total M>4.2) was identified among the variables (Var 8, Var 9 and Var 10) referring to the availability of IT Infrastructure. These findings are in accordance with the results presented by Steininger et al. (2022) who have also recognised digital infrastructure as an essential factor for creating value in digital entrepreneurship.

The results presented in this paper indicate the importance of assessing the potential for digital entrepreneurship in companies, as well as the possibility of comparing these findings across the sectors and between the employees in respect of their perceptions, which are influenced by gender and work experience.

Conclusion

Bearing in mind the presented results, this paper provides an insight into new opportunities for testing the model of assessing the potential for digital entrepreneurship, which is additionally enriched by its application in the social-economic context of companies in the Republic of Serbia. The application of the appropriate methodology indicated that the research hypotheses were accepted, which speaks in favour of the existence of statistically significant differences in the potential for digital entrepreneurship between respondents of different genders and their working experience. The higher mean values were demonstrated in male responds for all tested variables from the questionary, with the highest score recorded for Var 8: My organisation has business-unit-specific applications, usually on a chargeback or contractual basis ($M=4.609$, $SD=0.49$, $p<0.05$). When comparing the respondents' answers in accordance with work experience, it was concluded that the potential for digital entrepreneurship is significantly higher in the category of employees who have more than 15 years of experience. This conclusion applies to all examined variables of digital entrepreneurship in the research.

When interpreting the results of this article, one should also bear in mind certain limitations related to a higher percentage of employees from the technological sector, as well as a significantly larger number of respondents with longer work experience (>15 years). The results presented in this paper, based on the review of current literature and empirical research, form a significant knowledge base that has a scientific and practical contribution for

future studies of digital entrepreneurship in different social and economic contexts.

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