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## Dampak Teknologi Informasi terhadap Pengembangan Wirausaha

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### Abstrak

Penelitian ini berfokus pada dampak teknologi informasi terhadap pengembangan wirausaha. Dimana kemajuan teknologi informasi (TI) telah membawa perubahan besar dalam bidang kewirausahaan, memungkinkan para pelaku usaha untuk meningkatkan efisiensi operasional, memperluas pasar, serta memicu inovasi dalam bisnis. Penelitian ini bertujuan untuk mengkaji secara sistematis dampak penggunaan TI terhadap perkembangan wirausaha, dengan fokus pada tren teknologi, tingkat efektivitas, serta tantangan yang dihadapi. Melalui metode Systematic Literature Review (SLR), dimana penelitian ini menganalisis 200 artikel dari berbagai sumber akademik seperti Google Scholar, Scopus, dan IEEE kami mengevaluasi berbagai literatur yang membahas penerapan TI dalam konteks kewirausahaan di berbagai sektor dan wilayah. Studi ini meneliti dampak teknologi informasi (TI) terhadap pengembangan kewirausahaan melalui tinjauan pustaka sistematis. Pertumbuhan pesat digitalisasi, inovasi, dan kemajuan teknologi telah mengubah kewirausahaan, membentuk model bisnis baru, dan memungkinkan partisipasi ekonomi yang lebih luas. Bidang-bidang utama yang dieksplorasi meliputi peran kewirausahaan digital, kewirausahaan teknologi, dan inovasi dalam berbagai sektor, seperti pembangunan berkelanjutan, kewirausahaan hijau, dan teknologi keuangan. Bukti menunjukkan pengaruh TI terhadap praktik bisnis berkelanjutan, pertumbuhan ekonomi digital, dan pengembangan modal sosial. Penelitian ini memberikan wawasan tentang bagaimana TI meningkatkan ketahanan kewirausahaan, mendorong pembangunan ekonomi, dan mendukung tujuan-tujuan yang berkelanjutan.

Kata Kunci: *Teknologi Informasi, Wirausaha, Startup, Pertumbuhan Bisnis, Inovasi, Wirausaha SLR*

## Abstract

This research focuses on the impact of information technology on entrepreneurial development where advances in information technology (IT) have brought about major changes in the field of entrepreneurship, enabling businesses to improve operational efficiency, expand markets, and spark innovation in business. This research aims to systematically examine the impact of IT use on entrepreneurial development, focusing on technology trends, effectiveness, and challenges faced. Through the Systematic Literature Review (SLR) method, which analyzes 200 articles from various academic sources such as Google Scholar, Scopus, and IEEE, we evaluate the literature that addresses the application of IT in the context of entrepreneurship in various sectors and regions. This study examines the impact of information technology (IT) on entrepreneurship development through a systematic literature review. The rapid growth of digitalization, innovation, and technological advances have transformed entrepreneurship, shaped new business models, and enabled broader economic participation. Key areas explored include the role of digital entrepreneurship, technology entrepreneurship and innovation in various sectors, such as sustainable development, green entrepreneurship and financial technology. Evidence shows the influence of IT on sustainable business practices, digital economic growth and social capital development. This research provides insights into how IT enhances entrepreneurial resilience, promotes economic development and supports sustainable goals.

Keywords: *Information Technology, Entrepreneurship, Startup, Business Growth, Innovation, SLR Entrepreneurship*

## PENDAHULUAN

Perkembangan teknologi menjadi faktor utama globalisasi. Teknologi telah membuat manusia merubah cara berhubungan dan berinteraksi. Bahkan juga telah menambah nuansa baru terhadap perkembangan bisnis di seluruh dunia. Perkembangan teknologi merubah fenomena analog menjadi digital. Banyak hal yang dahulu memiliki jangkauan lokal dan terbatas, sekarang telah berkembang ke level yang lebih luas hingga global. Pertumbuhan teknologi yang pesat dan meningkatnya tingkat persaingan di era globalisasi sekarang membuat setiap pelaku bisnis dipaksa untuk meningkatkan bisnis dan pasar mereka melalui pemanfaatan maksimal teknologi.(Samuel & Elvia, 2020). Kemajuan teknologi memberikan pengaruh yang signifikan terhadap struktur kehidupan. Salah satu manfaat dari kemajuan teknologi yang cepat adalah kemudahan dalam mengakses informasi daring. Dari sudut pandang sosial, era digital memungkinkan individu untuk berinteraksi dan melakukan bisnis dengan siapapun dengan mudah.(Salsabila, 2024)

Ketika zaman berubah menjadi era digitalisasi, masyarakat harus dapat beradaptasi dan mengikuti perkembangan terbaru, terutama dalam teknologi informasi. Sebuah industri harus memiliki transformasi digital (TD) untuk melakukan fungsi bisnisnya, seperti memasarkan dan mendistribusikan produk akhir yang dibuat.(Harianja et al., 2024) Kewirausahaan yang sebelumnya bergantung pada metode tradisional dalam menjalankan bisnis kini dihadapkan pada kebutuhan untuk beradaptasi dengan teknologi. Penggunaan TI telah memberikan peluang signifikan bagi wirausahawan untuk berkompetisi di pasar global dan mempercepat pertumbuhan bisnis mereka. Namun demikian, meskipun TI menawarkan banyak manfaat, pelaku usaha sering menghadapi berbagai kendala, seperti keterbatasan dana, kurangnya keterampilan digital, serta resistensi terhadap perubahan teknologi. Berdasarkan konteks ini, penelitian ini bertujuan untuk mengkaji secara sistematis dampak teknologi informasi terhadap pengembangan wirausaha melalui Systematic Literature Review (SLR).

#### METODE PENELITIAN

Penelitian ini menerapkan metode Systematic Literature Review. Berdasarkan hasil tinjauan literatur sistematis beberapa peneliti menggunakan Publish or Perish dan bantuan aplikasi lain seperti Zotero, Mendeley, VOSViewer, dan Microsoft Excel artikel yang terpilih untuk dianalisis secara deskriptif (Watajdid et al., 2021).(Januari, 2024) Metode Pengumpulan data dengan menganalisa, mengidentifikasi semua temuan yang relevan . Langkah dalam pencarian dibagi atas

Beberapa proses yaitu *identification*, *screening*, *eglibilty* dan *included*. Langkah ini telah sesuai dengan pedoman dalam PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses). PRISMA adalah serangkaian evidence based minimum berbasis bukti yang bertujuan membantu penulis melaporkan beragam tinjauan sistematis dan metaanalisis yang menilai manfaat. PRISMA berfokus pada cara-cara di mana penulis dapat memastikan pelaporan yang transparan dan lengkap dari jenis penelitian (Sastypratiwi & Nyoto, 2020).(Januari, 2024) Basic data penelitian ini menggunakan Google Scholar, Scopus, IEEE, Sinta Kemendikbud dan masih banyak referensi jurnal lainnya yang bisa di gunakan untuk Literature Review. Berdasarkan hasil tinjauan literatur sistem Untuk melakukan tinjauan terhadap penelitian ada beberapa tahap yang dilakukan yakni:

### 1. *Planning the Review*

*Planning the Review* ialah langkah proses awal dalam menyiapkan dan memilih topik yang akan dibahas atau diteliti. Menggunakan formula untuk menjawab jawaban. Serta menentukan Kriteria Systematic Literatur Review Protocol yang akan digunakan

### 2. *Conducing*

Setelah mengumpulkan sejumlah artikel ilmiah yang sesuai dengan topik penelitian. Artikel-artikel ini kemudian dilakukan perbandingan dengan menerapkan filter atau kata kunci yang relevan atau sinonim kata alternatif yang mirip dan melakukan data extraction dalam penyajian data dibandingkan untuk menarik kesimpulan dan menjawab pertanyaan penelitian (Research Question/RQ).(Herlina & Yacob, 2022)

### 3. *Report Preparation*

Menyusun laporan hasil dari Systematic Literature Review. Laporan ini diharapkan mampu memberikan jawaban atas pertanyaan-pertanyaan yang diajukan dalam Research Question (RQ). Laporan ini bisa berupa PRISMA atau VOSviewer Bibliografic

Dalam penelitian ini judul artikel Dampak Teknologi Informasi terhadap Pengembangan Wirausaha. Dasar pemilihan objek ini adalah bagaimana peran teknologi informasi bagi teknologi sekarang terutama di bagian Kewirausahaan. Research Question merupakan proses penentuan pertanyaan penelitian yang dibuat berdasarkan topik dipilih. Research Question yang dipakai ini adalah:

RQ1 : Bagaimana teknologi informasi berkontribusi terhadap pengembangan wirausaha di berbagai sektor bisnis?

RQ2 : Apa saja jenis teknologi informasi yang paling efektif dalam mendorong pertumbuhan wirausaha?

RQ3 : Bagaimana penerapan teknologi informasi mempengaruhi efisiensi operasional dan inovasi dalam kewirausahaan?

Metode pengumpulan data menggunakan mencari data secara online dengan menggunakan Publish or Perish untuk mencari Literature yang Relevant dengan memasukan keyword atau filter yakni:

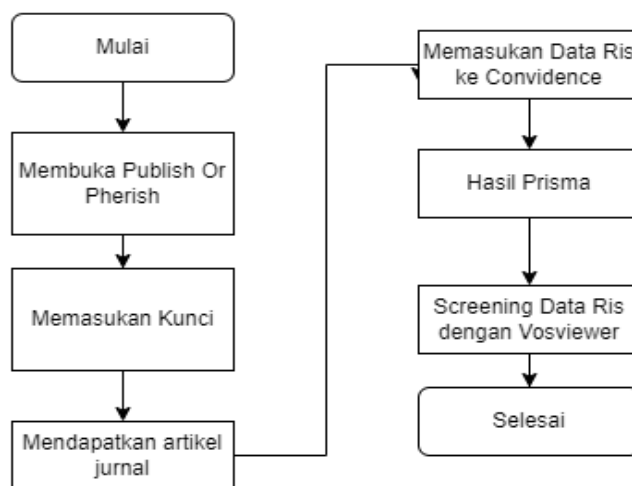
Information Technology AND Entrepreneurship AND Development

Dalam pencarian atau penyusunan pertanyaan penelitian, penggunaan operator AND berfungsi untuk mempersempit hasil dengan mengharuskan semua istilah yang digabungkan untuk muncul bersama dalam hasil pencarian atau konteks penelitian. Misalnya, dalam kalimat "Information Technology AND Entrepreneurship AND

Development," setiap sumber atau artikel yang relevan harus menyertakan ketiga istilah tersebut, sehingga hasil yang diperoleh menjadi lebih spesifik dan relevan. Penentuan kriteria perlu dilakukan dalam proses System Literature Review. Hal ini berguna untuk menentukan apakah sumber atau data yang ditemukan layak digunakan atau tidak dalam penelitian. Kriteria yang digunakan dalam penelitian ini untuk menyatakan apakah data sumber yang didapatkan layak, ialah

1. Data referensi yang di cari dari tahun 2020 – 2024
2. Publish or Perish sebagai referensi mesin pencarian jurnal atau artikel yang relevan
3. Artikel yang tersedia dalam jurnal bereputasi atau konferensi nasional dan internasional
4. Artikel yang membahas tentang Teknologi Informasi Fokus Pengembangan Wirausaha

Dalam proses pengumpulan data, peneliti memanfaatkan tools Publish or Perish sebagai alat bantu mesin pencarian sumber data. Data yang di cari merupakan jurnal dan artikel. Data sintesis bertujuan untuk menampilkan distribusi data sesuai dengan topik yang telah ditentukan. Proses bagian ini bertujuan untuk mengurutkan semua artikel yang didapatkan secara akurat dan juga mendapatkan informasi dari artikel tersebut. Dalam proses mengumpulkan dan juga mengintegrasikan data atau tentang topik penelitian maka digunakan alat bantu Microsoft Excel dan Vosviewer. Secara keseluruhan langkah sistematis yang ditempuh dalam penelitian ini adalah dapat dilihat dari flow chart gambar



Gambar 1 Flow Chart Gambar

## HASIL DAN PEMBAHASAN

Dari hasil pencarian data Publish or Pherish di dapat 200 artikel hasil dari pencarian mesin tersebut yang relevan dengan filter dan ketentuan yang dipakai peneliti hasil ini di simpan dalam bentuk data ris dan data CSV untuk di proses dengan menggunakan Convidence dan VOSviewer. Setelah data di masukan ke dalam excel kemudian data tersebut di proses dengan pivot data tabel dengan data keluaran publisher dan berapa banyak jurnal tahun terbit berdasarkan jurnal terpilih dari extraction convidence dapat di lihat pada Tabel 1.

Tabel 1. Data Publisher dan tahun terbit

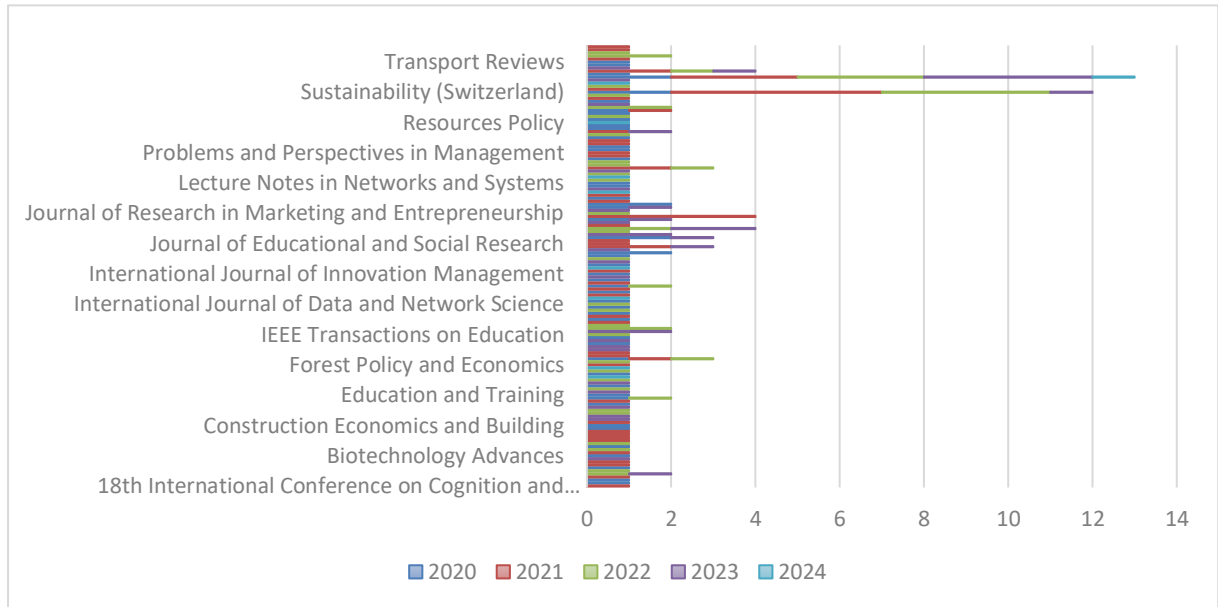
Count of Authors	Tahun Terbit					Grand Total
	2020	2021	2022	2023	2024	
Corporate and Business Strategy Review				1		1
Futures		1				1
Mobile Information Systems		2	1			3
Studies in Media and Communication		1				1
Sustainability (Switzerland)	2	5	4	1		12
Technological Forecasting and Social Change	2	3	3	4	1	13
Grand Total	4	12	7	6	1	31

Selanjutnya hasil data dari jumlah citation publisher pertahun yang muncul berdasarkan jurnal terpilih dari extraction convidence dapat dilihat pada tabel 2

Tabel 2 Jumlah Citation pertahun Publisher

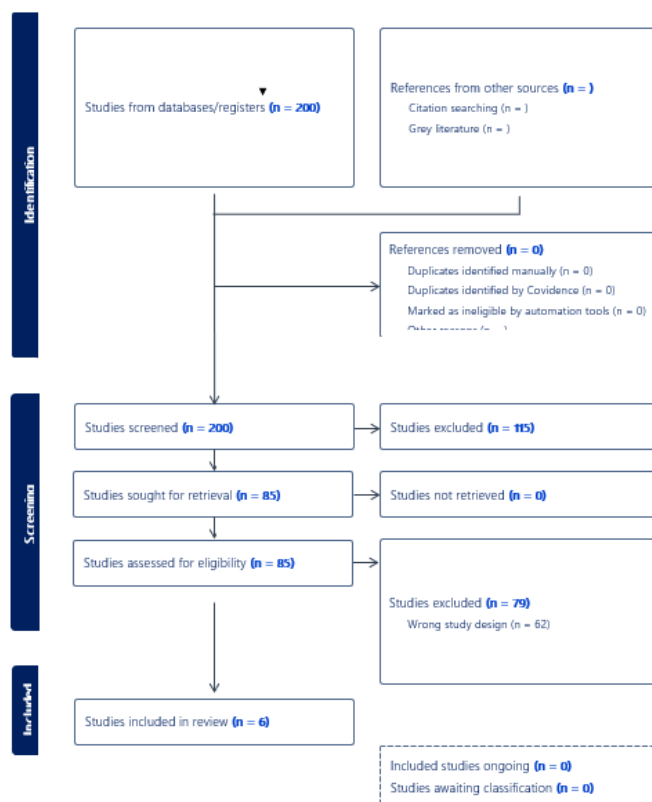
Cites Per Year	Column Labels					Grand Total
	2020	2021	2022	2023	2024	
Corporate and Business Strategy Review				500		500
Futures		933				933
Mobile Information Systems		1067	300			1367
Studies in Media and Communication		167				167
Sustainability (Switzerland)	1625	2633	2150	400		6808
Technological Forecasting and Social Change	4975	1300	1900	3900	1100	13175
Grand Total	6600	6100	4350	4800	1100	22950

Selanjutnya hasil Grafik Dari 200 data CSV tahun terbitnya artikel dan jurnal



Gambar 2 hasil Grafik tahun terbit

Berdasarkan hasil penelitian yang di lakukan diperoleh 200 referensi meta datanya kemudian di lakukan pembuangan data, selanjutnya melakukan data extraction yang mana data 200 dimasukan kedalam convidence untuk di cari extraction data dan PRISMA berikut pada Gambar 3



Gambar 3 Prisma Convidence

Setelah prisma di dapat dilakukan penentuan pemilihan yang relevan dengan topik yang peneliti bahas serta menentukan include dan exclude jurnal atau artikel itu untuk di extraction datanya disini peneliti mengambil 6 data jurnal referensi yang di extraction dapat di lihat pada tabel 3

Tabel 3 Data Extraction Excel

Study ID	Intervention	Identification: Author's name	Methods: Design	Population	Outcome details
S t u d y I D	De vel opi ng a Dig ital Bus ine ss Inc ub 2 ato r 2 3 Mo del to Fos ter Ent rep ren eur shi	The interventions applied in the context of virtual business incubators include several important aspects. One is the provision of seed capital, knowledge and training, as well as mentoring and support services such as accounting, marketing, taxation, legislative action, insurance, and banking and finance. In addition, incubators can	The design method used in the research follows a design science research methodology, which is particularly suitable for problem-solving research. This methodology involves a rigorous six-step process that aids in investigating, understanding, and designing new solutions, such as models, while incorporating both academic and	The population data for this study consisted of the participants involved in the focus group sessions. These sessions included startup founders who were tenants in national incubators and national incubator managers. The demographic characteristics of the participants were divided into eight focus group sessions, with a total of	The study's outcomes include the development of a proposed digital business incubator model, which is expected to enhance the support provided to startups through virtual means. This model aims to address the challenges faced by traditional incubators by leveraging digital tools and platforms to offer more flexible and accessible support to

p, Bus ine ss Gr ow th, an d Ac ad em ia- Ind ust ry Co nn ecti ons	also organize seminars, workshops and training sessions, and provide consulting and funding support. These interventions are designed to support entrepreneurial development and ensure the success of incubated businesses.	organizational perspectives.	twenty-three participants. Participants' ages ranged from 27 to 61 years old, with an average age of 41.2 years old. The sample consisted of nine female participants (39.1%) and fourteen male participants (60.9%).	entrepreneurs. The findings highlight the model's strengths, such as improved scalability and cost-effectiveness, while also acknowledging potential challenges, including the need for robust digital infrastructure and the risk of reduced personal interaction.	
Ho w Do es Soc N a Me dia 2 Infl 0 ue 2 nce 1 Col leg e Stu de nts	Interventions implemented in the context of student entrepreneurship include several aspects. First, entrepreneurship incentive policies need to cover their scope and provide appropriate support, such as rent, taxes, or technical services, to	Eunyou ng Nam1, Peng Xiong2	The research design involved using college students as the research object, employing a questionnaire survey method. The questionnaires were generated and data collected through a WeChat mini-program. The questionnaire was divided into	The population for the study consisted of undergraduates or postgraduates in universities located in Shandong Province. The survey was conducted using a WeChat mini-program, and a total of 600 questionnaires were distributed. After filtering out	The study's outcomes suggest several future implications for enhancing entrepreneurial opportunities among college students. Firstly, expanding the scope of entrepreneurial incentives and providing appropriate support, such as

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<p>to Rec og niz e Ent rep ren eur ial Op por tun itie s? - Evi de nce fro m Chi na</p>	<p>explore more of students' entrepreneurial potential. Second, the importance of social capital as a key external factor for entrepreneurial success, which can be enhanced through school- enterprise collaboration, virtual entrepreneurship groups, and participation in social practices. Third, the use of social media to obtain business information, understand market dynamics, learn entrepreneurial skills, and expand social networks is also an effective way to improve entrepreneurial opportunity recognition skills.</p>	<p>open and closed questions, with the closed questions measured using a 5-level Likert Scale of Psychological Reaction. The survey targeted undergraduates or postgraduates in universities in Shandong Province, and a total of 508 valid questionnaires were obtained after filtering out inconsistent or too brief responses.</p>	<p>inconsistent or too brief responses, 508 valid questionnaires were obtained, resulting in an effective recovery rate of 96.67%.</p>	<p>tax benefits or technical services, can help unlock more entrepreneurial potential among students. Secondly, strengthening social capital through school- company alliances, virtual entrepreneurial groups, and participation in social practices can significantly contribute to entrepreneurial success. Lastly, leveraging social media for business information, market dynamics understanding, skill acquisition, and social network expansion is an effective strategy to improve entrepreneurial opportunity recognition. These strategies</p>
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					collectively aim to foster a more conducive environment for student entrepreneurship in the future.
TH E IM PA CT OF DI GIT AL FIN M AN o CIA h L s TE i CH n NO 2 LO 0 GIE 2 S 3 ON TH E DE VE LO PM EN T OF EN	This research addresses the impact of digital financial technologies on entrepreneurship, which may involve interventions such as the adoption of new financial technologies, the use of smart cards, online payments, and cash transfers to enhance entrepreneurial dimensions such as initiative, risk tolerance, innovation, and investment.	Hayder Jerri Mohsin, Laith Yousef Bani, Anas Ahmad Bani Atta, Noor Aldeen Kassem Al-Alawnh, Ahmad, Husni Hasan Samara	The research utilized a quantitative design, employing a questionnaire as the primary data collection tool. The questionnaire was designed based on a Likert Pentagram scale to gather responses from a random sample. The study involved descriptive and inferential statistical techniques to test the research hypotheses. The data collected were analyzed using statistical software (SPSS) to evaluate the impact of digital	The study's population consisted of bank managers and commercial bank employees who were in direct contact with customers. A random sample of 300 individuals from this population was selected for the research.	The study found that digital financial technology positively impacts various dimensions of entrepreneurship, such as initiative, risk tolerance, innovation, and investment or opportunity acquisition. The results suggest that the adoption of digital financial technologies by banks can significantly enhance entrepreneurial activities

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entrepreneurship

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L i 2 0 2	Ne w Fra me wo	The intervention implemented in this study involves the use of artificial	Jiahui Li and Meifan g Yao	The design of the study involved the integration of artificial intelligence	The study focused on a population that included users of government,	The expected results of this study include achieving strong profitability with
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1	rk of Dig ital Ent rep ren eur shi p Mo del Bas ed on Arti fici al Int elli ge nce an d Clo ud Co mp uti ng	intelligence technology to transform products that previously had only one-way value into products with two-way value. This was done using intelligent acquisition hardware equipped with artificial intelligence algorithm analysis and artificial intelligence image analysis. This technology allows the machine to independently identify errors and report them, thereby improving convenience, accuracy and safety for customers.	technology to transform existing products with one-way value into products with two-way value. This was achieved by employing intelligent acquisition equipment hardware, which utilizes artificial intelligence algorithm analysis and image analysis. The design aimed to enhance customer experience by improving convenience, accuracy, and safety through these technological advancements.	enterprise, and institution organizations, as well as individual users involved in platform payment projects. The platform aimed to serve 300,000 enterprise users over a five-year period, indicating a broad and diverse population base.	a net present value (NPV) of 213.621 million after five years, which indicates that the project's rate of return significantly exceeds the cost of capital, which is higher than 10%. This indicates that the project is highly viable and is expected to be successful in the long term.	
Y e g a	Th e rol e	the importance of information availability and intellectual	Sepide h Yegane gi ,	The study employs a 12- year panel design using data from	Data populasi untuk penelitian ini berasal dari Global	The study's findings suggest that countries with greater

n of e inf g or i ma 2 tio 0 n 2 ava 1 ilab ility : A lon git udi nal ana lysi s of tec hn olo gy ent rep ren eur shi p	property rights (IPRs) in fostering technology entrepreneurship . Interventions that may be relevant in this context include policies that improve access to information and strengthen IPRs protection to support innovation and entrepreneurship .	AndrO. Laplum e , Parshot am Dass	the Global Entrepreneurship Monitor (GEM), which covers over 100 countries. This dataset is recognized for its high quality and is widely used in econometric entrepreneurship research. The data collection involves rigorous procedures, including stratified random sampling techniques with telephone and face-to-face surveys conducted by professional survey firms.	Entrepreneurship Monitor (GEM), yang mencakup lebih dari 100 negara. Dataset ini diakui karena cakupannya yang komprehensif dan kualitasnya yang tinggi, sehingga menjadikannya sumber yang dihormati untuk penelitian kewirausahaan ekonometrik.	information availability tend to have higher rates of technology entrepreneurship . This relationship is further enhanced by the strength of intellectual property rights (IPRs). The results indicate that both information availability and IPR strength play crucial roles in fostering technology entrepreneurship . These findings imply that policymakers should focus on improving access to information and strengthening IPRs to support entrepreneurial activities in the technology sector.
R Dig e ital u fut	adaptations and strategies taken by businesses	Darja Reusch ke a,	The design of the study discussed in the document	The population data problem discussed in the	The future outcomes discussed in the

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s c h k e 2 0 2 1	ure s of sm all bus ine sse s an d ent rep ren eur ial op por tun ity	and entrepreneurs in the face of the challenges posed by the COVID-19 pandemic. One of the concepts discussed was "bricolage," which describes the need to adapt to new boundaries and transform existing resources. In addition, there was also a discussion on how businesses are shifting to online commerce and utilizing digital technologies in response to the disruption caused by the pandemic.	Colin Mason b, Stephe n Syrett	involves an empirical analysis focusing on home-based businesses and their engagement in the digital economy. The study examines how these businesses are more likely to trade online compared to traditional small businesses located in commercial premises. This analysis is part of a broader investigation into the digital futures of small businesses and entrepreneurial opportunities, particularly in the context of spatial and social digital inequalities.	document relates to the digital divide and its impact on different demographic groups. The study highlights spatially unequal Internet use, which is influenced by socio- demographic and socio- economic characteristics such as age, employment rate, and education. This unequal distribution affects how different populations access and utilize digital technologies, contributing to digital inequalities.	document focus on the evolving landscape of digital entrepreneurship and small businesses, particularly home-based businesses. The document suggests that these businesses are increasingly engaging in the digital economy, which enables them to operate more flexibly and reach broader markets. However, it also highlights challenges such as digital inequalities and the need for supportive infrastructure, like local coworking spaces and access to technological facilities, to fully realize the potential of digital
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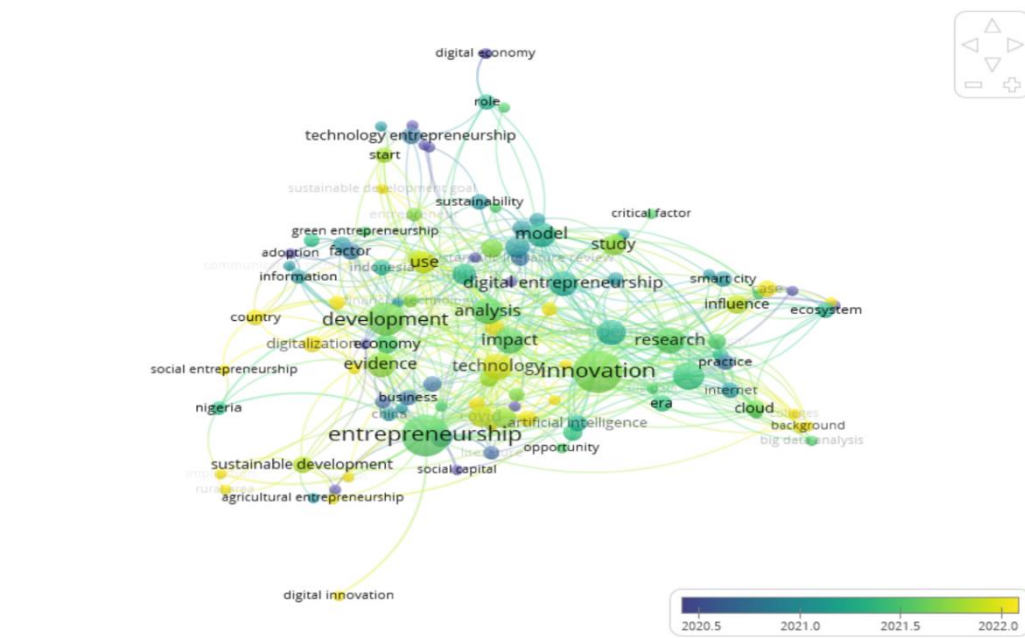
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technologies. Additionally, the document emphasizes the importance of addressing social and spatial digital inequalities to ensure inclusive growth and opportunities for all entrepreneurs.

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Setelah selesai mengextration data excel peneliti membuat Biologiografic mapping data dari data ris yang di dapat dari *publish or perish* dengan menggunakan VOSviewer dengan melakukan filter dan penyesuai pencarian sesuai data kunci yang memiliki hubungan antara kunci dapat di lihat pada gambar 4



Gambar 4 Visualisasi VOSviewer Network

Selanjutnya peneliti juga membuat hasil Biologiografic dengan VOSviewer dengan tanpa jaringan dapat dilihat pada gambar 5



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