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Bridging the Digital Divide: A Review of Challenges and Opportunities in Digital Entrepreneurship in Developing Economies

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ABSTRACT The digital age has accelerated entrepreneurial opportunities, including innovation. However, persistent inequalities in digital access have limited the potential of digital entrepreneurship in developing countries. This paper aims to review and synthesise the literature on the challenges and opportunities of digital entrepreneurship in developing countries. A structured review of literature from main online scholarly databases such as SCOPUS, Web of Science and Google Scholar was conducted. The findings were synthesised thematically to identify the trends in digital entrepreneurship in developing economies. The review highlights opportunities arising from access to new business models and women and youth empowerment through digital tools. Nevertheless, digital entrepreneurship in developing countries remains constrained by infrastructure gaps, digital skills shortages and policy and regulatory uncertainties, which together hinder innovation and business growth. Addressing the challenges in digital entrepreneurship is critical for leveraging the transformative potential of digital entrepreneurship and promoting inclusive economic development in developing countries.