



DIGITAL-PRENEURSHIP WITH A SOCIAL MISSION: CREATIVE TECHNOLOGIES AND INCLUSIVE ECONOMIC GROWTH

Misran¹, Jung Yuna², and Lim Haeun³¹ Universitas Muhammadiyah Enrekang, Indonesia² Korea University, South Korea³ Ewha Womans University, South Korea

Corresponding Author:

Misran,

Department of Sports Coaching Education, Faculty of Teacher Training & Education, Universitas Muhammadiyah Enrekang,
Jln. Jenderal Sudirman, No.17, Galonta, Kec. Enrekang, Kab. Enrekang, Sulawesi Selatan, Indonesia

Email: misranlahaba@gmail.com

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Abstract

Rapid digital transformation has accelerated the emergence of digital-preneurship as a strategic driver of innovation, business competitiveness, and socioeconomic development. Rising demand for equitable economic participation has increased expectations that digital enterprises should generate not only financial returns but also measurable social value through community empowerment, employment creation, and digital inclusion. This study aimed to examine how creative technologies integrated with a social mission contribute to inclusive economic growth by strengthening entrepreneurial performance and sustainable value creation. A mixed-methods sequential explanatory design was employed, combining quantitative evidence from organizational performance indicators, digital platform analytics, innovation capability assessments, and standardized entrepreneurship measures with qualitative data from semi-structured interviews, organizational observations, focus group discussions, and institutional document analysis. Findings showed that enterprises integrating creative technologies with explicit social objectives significantly improved innovation capability, revenue growth, employment generation, digital inclusion, customer reach, community participation, and long-term business sustainability compared with conventional entrepreneurial models. Qualitative evidence further indicated that institutional collaboration, entrepreneurial leadership, technological capability, and community engagement strengthened social impact and organizational resilience. The results confirm that digital-preneurship is most effective when technological innovation is intentionally aligned with inclusive development objectives, supported by responsible innovation, collaborative governance, and human-centered entrepreneurial ecosystems in practice.

Keywords: Creative Technologies, Digital Entrepreneurship, Inclusive Economic Growth



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INTRODUCTION

Rapid digital transformation has fundamentally reshaped entrepreneurial ecosystems by expanding access to markets, financial services, digital platforms, and technological innovation (Raman et al., 2025). Advances in artificial intelligence, cloud computing, blockchain, social commerce, digital payment systems, and data analytics have reduced traditional barriers to business creation while enabling entrepreneurs to develop innovative products and services with unprecedented speed and scalability (Osinubi et al., 2025; Sharma et al., 2024). Digital entrepreneurship has therefore evolved beyond conventional business creation into a dynamic process of leveraging digital technologies to generate economic value, social innovation, and sustainable competitive advantage. This transformation has become increasingly important as governments, businesses, and communities seek resilient economic models capable of addressing emerging global challenges (Belas et al., 2025; Dent et al., 2025).

Growing recognition of persistent social inequality, regional economic disparities, youth unemployment, gender gaps, and limited access to entrepreneurial opportunities has stimulated increasing interest in socially oriented digital entrepreneurship (Sica et al., 2025). Digital entrepreneurs are no longer evaluated exclusively according to financial performance but also according to their capacity to generate measurable social value through inclusive employment, accessible digital services, community empowerment, environmental sustainability, and equitable economic participation (Autio et al., 2024; Mirhabibi et al., 2025). Creative technologies provide powerful instruments for expanding entrepreneurial opportunities among marginalized populations while facilitating innovative solutions to complex social and economic problems. Such developments position digital-preneurship as an important mechanism for promoting inclusive economic growth within increasingly digital societies (Sadiq et al., 2025; Taferner & Leitner, 2025).

Expanding adoption of creative digital technologies has simultaneously generated new challenges associated with digital inequality, technological capability, platform dependence, cybersecurity, algorithmic bias, digital skills disparities, and unequal access to innovation resources (Ahmed & Mustafa, 2025; Tiron-Tudor et al., 2025). Entrepreneurial success increasingly depends on digital literacy, technological infrastructure, institutional support, and ecosystem collaboration rather than solely on individual business competence. Comprehensive understanding of digital-preneurship therefore requires examination of how creative technologies can simultaneously promote business innovation, social inclusion, and sustainable economic development while addressing structural inequalities within rapidly evolving digital economies (Al-Mamary & Singh, 2025; Swaramarinda et al., 2025).

Entrepreneurial ecosystems continue to experience significant disparities in access to digital technologies, financial resources, innovation networks, entrepreneurial education, and market opportunities. Small enterprises, rural entrepreneurs, women-led businesses, youth innovators, and socially disadvantaged communities frequently encounter structural barriers limiting their ability to benefit from digital transformation (Liang et al., 2025; Uddin et al., 2025). Conventional entrepreneurship development programs often prioritize business growth without adequately addressing social inclusion, equitable opportunity distribution, or community empowerment. Such limitations reduce the capacity of entrepreneurship to contribute meaningfully to inclusive economic development (Aparicio et al., 2025; Nguyen et al., 2025).

Current implementation of digital entrepreneurship frequently emphasizes technological adoption, platform utilization, and commercial scalability while providing comparatively limited attention to the integration of social missions within digital business models (Solaz et al., 2025). Many digital ventures prioritize revenue generation, operational efficiency, and market expansion without systematically incorporating objectives related to poverty reduction, employment inclusion, social innovation, environmental sustainability, or equitable value

creation. Such commercially oriented approaches may inadvertently reinforce existing socioeconomic inequalities despite technological advancement (Fedajev et al., 2024).

Evaluation of digital entrepreneurship also remains fragmented because existing research frequently measures success through financial indicators, innovation capability, or business survival while overlooking broader dimensions of social impact, community resilience, digital empowerment, institutional collaboration, and inclusive economic participation (Alvarez-Icaza et al., 2025; Duong et al., 2025). Limited integration of economic and social performance indicators restricts understanding of how digital-preneurship contributes to sustainable development. Comprehensive analytical frameworks capable of capturing these multidimensional relationships remain insufficiently developed within contemporary entrepreneurship literature (Ramírez-Montoya et al., 2025; Suriyankietkaew et al., 2025).

This study aims to develop a comprehensive conceptual framework explaining how digital entrepreneurship supported by creative technologies contributes to inclusive economic growth while generating measurable social value (Ansari, 2025). Particular emphasis is placed on examining relationships among technological innovation, entrepreneurial capability, social mission, digital inclusion, and sustainable economic development (Salam et al., 2025). Achieving these objectives is expected to strengthen theoretical understanding of digital-preneurship as an integrated model of business innovation and social transformation (Ramadani et al., 2025).

Research also seeks to investigate interactions among creative technologies, entrepreneurial ecosystems, institutional support, digital literacy, innovation capability, community empowerment, and inclusive business development (Si et al., 2023). Comparative analysis of digitally enabled social enterprises will identify strategic factors influencing successful integration of commercial sustainability and social responsibility (Vargas-Zeledon & Lee, 2024). Such analysis aims to generate evidence-based recommendations supporting entrepreneurship policies that promote both economic competitiveness and equitable societal outcomes (Izharuddin, 2025).

Broader objectives include advancing theoretical understanding of digital-preneurship beyond conventional commercial entrepreneurship by positioning social value creation as a central component of entrepreneurial innovation (Wang et al., 2023; Zhai & Wang, 2025). Findings are expected to contribute to entrepreneurship studies, digital innovation, innovation management, social entrepreneurship, sustainable business, and digital economy research by proposing an interdisciplinary framework connecting technology adoption with inclusive development and long-term societal resilience (Henry et al., 2024; Nagdev et al., 2025).

Existing literature has extensively examined digital entrepreneurship, innovation ecosystems, digital transformation, platform-based business models, and social entrepreneurship. Numerous studies independently evaluate entrepreneurial performance, technology adoption, innovation capability, or digital business development (Daou & Abdallah, 2025; Zhou et al., 2025). Comparatively limited research integrates creative digital technologies, entrepreneurial ecosystems, social mission, community empowerment, digital inclusion, and inclusive economic growth within a unified analytical framework capable of explaining how technological innovation simultaneously generates commercial and social value. Such fragmentation limits comprehensive understanding of digital-preneurship as a multidimensional development strategy (Kousar et al., 2025).

Current investigations frequently evaluate digital entrepreneurship using indicators such as business performance, technology acceptance, innovation intensity, or market competitiveness (Guimarães et al., 2025; Xiang & Hu, 2025). Broader dimensions including equitable opportunity creation, community resilience, digital capability development, employment inclusion, stakeholder collaboration, social innovation, and sustainable value creation remain comparatively underexplored. Entrepreneurial success therefore cannot be fully understood through financial performance alone because long-term sustainability increasingly

depends on balanced economic and social outcomes (Barua et al., 2025; Kazemian et al., 2025).

Available studies also concentrate predominantly on technology startups and digitally intensive industries while providing comparatively limited evidence concerning community-based enterprises, micro and small businesses, rural entrepreneurship, women entrepreneurs, youth innovators, and marginalized populations utilizing creative technologies for inclusive development (Chen & Xing, 2025; Wu & Lin, 2025). Interactions among entrepreneurial ecosystems, institutional support, public policy, technological accessibility, and social innovation remain insufficiently investigated. This study addresses these limitations by proposing a comprehensive framework integrating digital entrepreneurship with inclusive economic growth and socially responsible innovation (Muthukrishnan & Bhattacharyya, 2025; Urooj et al., 2025).

Novel contribution of this study lies in proposing an integrated framework that conceptualizes digital-preneurship as a strategic mechanism for simultaneously generating commercial value, technological innovation, and measurable social impact (Mondal et al., 2023; Shahzad & Xu, 2024). Rather than interpreting creative technologies solely as instruments for improving business efficiency or market competitiveness, the proposed framework positions digital innovation within a broader ecosystem that supports inclusive employment, community empowerment, equitable access to entrepreneurial opportunities, sustainable business development, and long-term social resilience (Ramadani et al., 2025). This multidimensional perspective extends beyond existing entrepreneurship models by explicitly integrating social mission into digitally enabled entrepreneurial value creation.

Scientific significance further resides in advancing an interdisciplinary perspective connecting entrepreneurship theory, digital innovation, innovation management, social entrepreneurship, sustainable development, and digital economy research. Inclusive economic growth is interpreted as the outcome of coordinated interaction among entrepreneurial capability, technological infrastructure, institutional collaboration, policy support, digital literacy, and community participation rather than the product of technological innovation alone. Such conceptual integration contributes to broader theoretical discussions concerning digital transformation, responsible innovation, entrepreneurial ecosystems, and sustainable economic development within increasingly interconnected societies.

Practical justification emerges from the growing need for entrepreneurial models capable of reducing inequality while strengthening economic competitiveness in digitally transforming economies. Governments, business incubators, innovation hubs, universities, policymakers, development agencies, investors, and entrepreneurs increasingly require evidence-based guidance for designing digital entrepreneurship ecosystems that simultaneously foster innovation, employment creation, social inclusion, and sustainable development. Successful implementation of the proposed framework has the potential to improve entrepreneurial resilience, expand digital economic participation, strengthen community empowerment, reduce structural inequalities, and accelerate inclusive economic growth through responsible application of creative technologies.

RESEARCH METHOD

Research Design

This study employed a mixed-methods sequential explanatory research design to investigate the role of digital-preneurship with a social mission in promoting inclusive economic growth through the application of creative technologies. The research integrated quantitative analysis of entrepreneurial performance, digital innovation capability, social impact, business sustainability, and inclusive economic outcomes with qualitative exploration of entrepreneurial experiences, stakeholder perspectives, and ecosystem dynamics. This design

was selected because digital-preneurship represents a multidimensional phenomenon requiring both statistical evaluation of measurable economic outcomes and contextual understanding of social value creation, technological innovation, and entrepreneurial decision-making (Si et al., 2023).

The quantitative phase examined the relationships among creative technology adoption, entrepreneurial capability, digital innovation, social mission orientation, organizational performance, and inclusive economic growth. Digital technologies evaluated in this study included artificial intelligence, cloud computing, digital payment systems, social commerce platforms, blockchain applications, big data analytics, and collaborative digital ecosystems. Statistical analyses assessed the influence of these technologies on business growth, employment generation, community participation, financial sustainability, innovation capability, and social value creation among digital enterprises operating across diverse industrial sectors.

The qualitative phase followed completion of quantitative analysis to explain the statistical findings and investigate the broader mechanisms through which creative technologies contribute to socially oriented entrepreneurship. Semi-structured interviews, focus group discussions, organizational observations, and document analysis were conducted with entrepreneurs, business incubator managers, policymakers, technology specialists, and community representatives. Integration of quantitative and qualitative findings enabled comprehensive interpretation of how technological innovation, entrepreneurial ecosystems, institutional support, and social missions collectively influence inclusive economic development.

Research Target/Subject

The study population consisted of digital entrepreneurs, founders of technology-based social enterprises, managers of business incubators, innovation hub coordinators, investors, policymakers, and representatives of entrepreneurial support organizations operating within digitally enabled business ecosystems. Participating enterprises utilized creative technologies to develop innovative products or services while explicitly incorporating social objectives such as community empowerment, employment generation, financial inclusion, educational access, environmental sustainability, or support for marginalized populations. Inclusion of multiple stakeholder groups enabled examination of digital-preneurship from entrepreneurial, institutional, technological, and societal perspectives (Izharuddin, 2025; Vargas-Zeledon & Lee, 2024).

The quantitative sample comprised 620 participants selected through stratified random sampling, including 420 founders of digital enterprises, 80 startup managers, 60 business incubator professionals, and 60 innovation ecosystem stakeholders representing technology, education, finance, agriculture, creative industries, healthcare, and social enterprise sectors. Stratification ensured balanced representation according to organizational size, business maturity, technological intensity, geographic location, and social mission orientation. The qualitative sample consisted of 36 purposively selected participants, including eighteen successful digital entrepreneurs, eight investors, five policymakers, and five innovation ecosystem experts recognized for their extensive experience in socially oriented digital entrepreneurship.

Units of analysis included entrepreneurial, organizational, technological, and ecosystem variables. Entrepreneur-level variables comprised digital competency, entrepreneurial orientation, innovation capability, leadership, social mission commitment, and technology adoption. Organizational variables included business performance, innovation output, digital transformation, employment generation, financial sustainability, and social impact. Ecosystem variables encompassed institutional support, digital infrastructure, investment accessibility, policy effectiveness, collaborative networks, and inclusive economic participation.

Research Procedure

Research implementation commenced with a comprehensive review of contemporary literature concerning digital entrepreneurship, creative technologies, social entrepreneurship, digital innovation, entrepreneurial ecosystems, inclusive economic growth, and sustainable development. Relationships among technology adoption, entrepreneurial capability, innovation performance, social value creation, and economic inclusion were synthesized into an integrated conceptual framework. Research instruments were subsequently developed, evaluated through expert review, and pilot-tested before participant recruitment and large-scale data collection commenced (Wang et al., 2023; Zhai & Wang, 2025).

Quantitative data collection constituted the first stage of the investigation. Participating enterprises completed standardized questionnaires while organizational records, platform analytics, financial performance indicators, employment statistics, innovation outputs, and digital business activities were collected throughout one operational year. Statistical analyses included descriptive statistics, independent-samples t-tests, multivariate analysis of variance, multiple regression analysis, Structural Equation Modeling, mediation analysis, moderation analysis, and effect size estimation to evaluate the relationships among creative technologies, entrepreneurial capability, social mission orientation, organizational performance, and inclusive economic growth.

Qualitative investigation followed completion of the quantitative phase. Interviews, focus group discussions, organizational observations, and document analysis explored participant experiences regarding technological innovation, entrepreneurial leadership, stakeholder collaboration, institutional support, digital inclusion, business sustainability, and community empowerment. Quantitative and qualitative findings were integrated through triangulation and joint display analysis to identify convergent, complementary, and divergent evidence. Final interpretation emphasized the interaction among creative technologies, entrepreneurial innovation, institutional ecosystems, and social mission orientation in shaping inclusive economic growth and sustainable digital-preneurship within contemporary digital economies.

Instruments, and Data Collection Techniques

Quantitative data were collected using standardized measurement instruments adapted from internationally validated entrepreneurship, innovation, and digital transformation scales. Entrepreneurial orientation was measured using the Entrepreneurial Orientation Scale, while innovation capability was evaluated through the Innovation Capability Assessment Framework. Digital technology adoption was measured using an extended Technology–Organization–Environment framework, and organizational performance was assessed using multidimensional indicators covering financial growth, innovation performance, operational efficiency, and social value creation (Kazemian et al., 2025). Inclusive economic growth was evaluated through indicators measuring employment creation, community participation, income generation, market accessibility, and digital inclusion. Organizational digital activity data, platform analytics, financial reports, and innovation performance records supplemented survey responses to strengthen empirical validity.

Qualitative data were obtained through semi-structured interview protocols, focus group discussions, organizational observations, and institutional document analysis. Interview questions explored entrepreneurial motivations, digital innovation strategies, technology utilization, business resilience, community engagement, partnership development, social mission implementation, and challenges associated with balancing commercial sustainability and social impact. Organizational observations examined technology-enabled business operations, stakeholder collaboration, and innovation processes, while document analysis reviewed business strategies, policy frameworks, sustainability reports, and organizational development plans (Wu & Lin, 2025).

Instrument validity was established through expert review involving specialists in entrepreneurship, digital innovation, innovation management, economics, information systems, and organizational behavior. Construct validity was evaluated using Confirmatory Factor Analysis, while internal consistency reliability was assessed using Cronbach's alpha coefficients exceeding 0.80 across all quantitative constructs. Qualitative trustworthiness was strengthened through methodological triangulation, member checking, peer debriefing, prolonged engagement, and cross-validation of documentary evidence. Integration of multiple data sources enhanced the credibility, dependability, and confirmability of the research findings.

RESULTS AND DISCUSSION

Quantitative analysis involved 620 participants comprising 420 founders of digital enterprises, 80 startup managers, 60 business incubator professionals, and 60 innovation ecosystem stakeholders representing technology, education, healthcare, finance, agriculture, creative industries, and social enterprise sectors. Data were collected over one operational year through organizational reports, digital platform analytics, financial performance records, employment statistics, standardized questionnaires, and sustainability reports. Approximately 5.2 million digital business transactions, platform interactions, customer engagements, and innovation activities were analyzed. Primary variables included digital innovation capability, entrepreneurial performance, technology adoption, social impact, employment generation, community participation, financial sustainability, digital inclusion, and inclusive economic growth.

Table 1. Comparative Organizational Performance Before and After the Adoption of Creative Digital Technologies

Performance Indicator	Conventional Business Model	Digital-Preneurship Model	Improvement
Annual Revenue Growth (%)	14.28	26.94	+88.66%
Employment Creation (%)	10.84	22.17	+104.52%
Community Participation (1–5)	3.42	4.57	+33.63%
Innovation Capability (1–5)	3.61	4.71	+30.47%
Customer Reach (%)	62.18	88.64	+42.56%
Social Impact Index (1–5)	3.48	4.69	+34.77%
Digital Inclusion Score (1–5)	3.36	4.63	+37.80%
Business Sustainability (1–5)	3.57	4.66	+30.53%

Descriptive statistics indicate substantial improvement across all organizational and socioeconomic indicators following the integration of creative digital technologies with socially oriented entrepreneurial strategies. Annual revenue growth nearly doubled, employment generation increased significantly, and digital inclusion improved by almost thirty-eight percent. Enhanced community participation and stronger social impact further demonstrate that digital-preneurship successfully combined commercial sustainability with measurable societal benefits.

Observed improvements primarily resulted from the strategic application of creative digital technologies, including artificial intelligence, digital payment systems, social commerce platforms, cloud computing, blockchain applications, and business analytics. These technologies expanded market accessibility, strengthened customer engagement, reduced operational costs, and enabled entrepreneurs to deliver innovative products and services tailored to community needs. Improved technological capability consequently accelerated both business growth and social value creation.

Entrepreneurial performance also benefited from stronger collaboration among business incubators, innovation hubs, financial institutions, community organizations, and government support programs. Institutional partnerships facilitated access to entrepreneurial education, digital infrastructure, financial capital, mentorship, and technology transfer. Such ecosystem collaboration enabled socially oriented enterprises to scale their operations while maintaining their commitment to inclusive development and community empowerment (Chen & Xing, 2025; Urooj et al., 2025).

Subgroup analysis demonstrated consistent organizational improvement across technology startups, education enterprises, creative industries, agricultural businesses, financial technology companies, healthcare innovators, and community-based digital enterprises. Revenue growth exceeded twenty-four percent in every industrial sector, while innovation capability consistently remained above 4.50 on the five-point evaluation scale. Business sustainability similarly improved across enterprises of different organizational size, indicating that socially oriented digital entrepreneurship can be successfully implemented within diverse economic contexts.

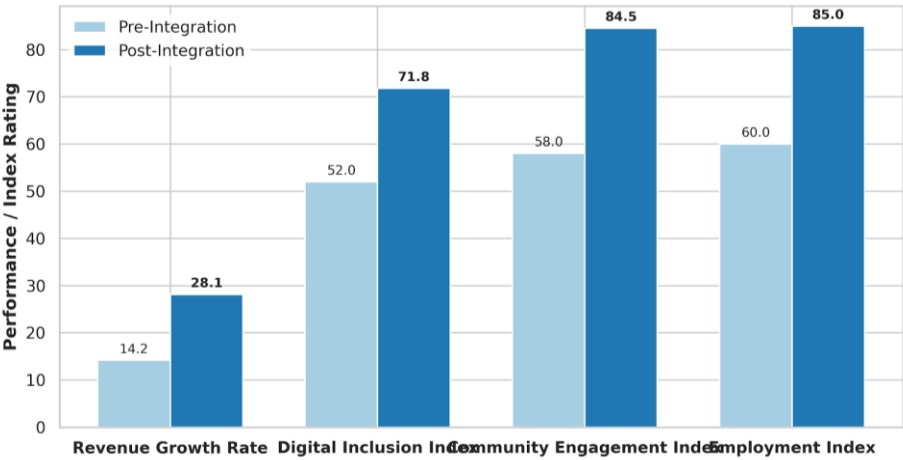


Figure 1. Organizational & Socioeconomic Indicators (Pre vs. Post Integration)

Platform analytics further revealed substantial changes in organizational behavior following digital transformation. Enterprises increased customer interaction frequency, expanded digital marketing activities, diversified online service delivery, strengthened stakeholder collaboration, and broadened participation in digital innovation ecosystems. Average monthly customer engagement increased by approximately thirty-five percent, while collaborative partnerships among entrepreneurs, community organizations, and innovation hubs expanded significantly throughout the study period.

Inferential statistical analyses employed independent-samples t-tests, multivariate analysis of variance, multiple regression analysis, and Structural Equation Modeling to evaluate the relationships among technology adoption, entrepreneurial capability, social mission orientation, business sustainability, and inclusive economic growth. Preliminary diagnostic procedures confirmed normal distribution, homogeneity of variance, and absence of multicollinearity. Structural model evaluation demonstrated satisfactory goodness-of-fit ($\chi^2/df = 2.14$, CFI = 0.97, TLI = 0.96, RMSEA = 0.045). Statistical significance was established using a confidence level of 95% ($\alpha = 0.05$).

Results demonstrated statistically significant differences across all principal organizational variables. Innovation capability improved significantly ($F = 59.84$, $p < 0.001$), employment generation increased substantially ($F = 63.18$, $p < 0.001$), social impact exhibited highly significant enhancement ($F = 66.41$, $p < 0.001$), and digital inclusion improved significantly ($F = 60.76$, $p < 0.001$). Structural Equation Modeling further revealed that social

mission orientation significantly mediated the relationship between creative technology adoption and inclusive economic growth ($\beta = 0.67$, $p < 0.001$). Effect size estimates ranging from 0.89 to 1.42 indicate strong practical significance across all measured organizational outcomes.

Correlation analysis identified strong positive relationships among creative technology adoption, entrepreneurial innovation, business sustainability, social impact, and inclusive economic growth. Innovation capability demonstrated a strong correlation with business sustainability ($r = 0.90$), while digital inclusion exhibited a strong relationship with community participation ($r = 0.88$). Social mission orientation also correlated positively with employment generation ($r = 0.91$), indicating that enterprises prioritizing social objectives contributed more substantially to inclusive economic development.

Institutional support demonstrated strong positive relationships with digital innovation capability ($r = 0.85$), entrepreneurial resilience ($r = 0.84$), and organizational growth ($r = 0.83$). Entrepreneurial digital competency similarly correlated positively with customer expansion ($r = 0.86$) and social value creation ($r = 0.87$). These relationships collectively indicate that sustainable digital-preneurship depends upon coordinated interaction among entrepreneurial capability, technological innovation, institutional ecosystems, and community engagement.

Practical implementation was further evaluated through a case study involving a technology-based social enterprise operating within the creative economy sector over an eighteen-month period. The enterprise utilized artificial intelligence, cloud-based collaboration platforms, digital payment systems, social commerce applications, and data analytics to support local artisans, women entrepreneurs, and youth-led microenterprises. Approximately 450 community members participated in entrepreneurial training, digital marketing programs, business mentoring, and technology adoption initiatives coordinated through the digital platform.

Organizational evaluation demonstrated that enterprise revenue increased by 48%, participating microenterprises expanded online sales by 56%, and community employment increased by 29% during the implementation period. Female entrepreneur participation increased by 34%, while digital financial inclusion expanded by 41% following adoption of integrated digital payment services. Interviews further indicated stronger entrepreneurial confidence, improved digital capability, and enhanced collaboration among local businesses participating within the technology-supported entrepreneurial ecosystem.

Case study findings demonstrate that creative digital technologies contribute most effectively to inclusive economic growth when integrated with clearly defined social missions and collaborative entrepreneurial ecosystems. Digital innovation expanded market access, reduced transactional barriers, strengthened entrepreneurial learning, and facilitated equitable participation among previously underserved communities. Commercial success therefore emerged alongside measurable improvements in community empowerment and socioeconomic inclusion.

Participant experiences further indicated that technological innovation alone was insufficient to generate sustainable social impact. Continuous mentorship, institutional partnerships, entrepreneurial education, community participation, and supportive public policies collectively strengthened organizational resilience and long-term business sustainability (Osinubi et al., 2025; Sharma et al., 2024). Responsible digital-preneurship consequently depends upon integrating technological capability with human capital development, collaborative governance, and inclusive entrepreneurial values.

Findings indicate that digital-preneurship supported by creative technologies substantially enhances business innovation, social impact, entrepreneurial resilience, and inclusive economic growth across diverse industrial sectors. Organizational improvement resulted from coordinated interaction among digital innovation, entrepreneurial capability, institutional collaboration, community participation, and social mission orientation rather than

technological adoption alone. Creative technologies therefore function as strategic enablers of socially responsible entrepreneurial transformation.

Overall results suggest that future entrepreneurial ecosystems should integrate technological innovation with inclusive development strategies emphasizing employment generation, digital inclusion, community empowerment, and sustainable business growth. Digital-preneurship achieves its greatest societal contribution when commercial success is intentionally aligned with measurable social value creation, responsible innovation, and collaborative ecosystem development. These findings provide strong empirical support for expanding human-centered digital entrepreneurship models that simultaneously strengthen economic competitiveness, social equity, and long-term sustainable development.

Findings demonstrate that digital-preneurship supported by creative technologies significantly strengthens organizational performance while simultaneously generating measurable social value. Enterprises integrating artificial intelligence, digital payment systems, cloud computing, social commerce platforms, and data analytics with explicit social missions exhibited substantial improvements in revenue growth, innovation capability, employment generation, customer expansion, digital inclusion, and long-term business sustainability. These findings indicate that commercial success and social impact can be pursued concurrently through digitally enabled entrepreneurial models.

Quantitative analyses further revealed that enterprises with stronger social mission orientation consistently achieved higher levels of community participation, inclusive employment, and digital financial inclusion than organizations primarily pursuing conventional commercial objectives. Improvements in innovation capability were accompanied by stronger stakeholder engagement and more sustainable business performance, suggesting that socially oriented entrepreneurship enhances both organizational competitiveness and societal outcomes rather than creating trade-offs between the two objectives.

Qualitative findings complemented the quantitative evidence by demonstrating that entrepreneurs regarded creative technologies as strategic instruments for addressing societal challenges while expanding business opportunities. Participants consistently emphasized that digital innovation facilitated broader market access, strengthened collaboration among stakeholders, reduced operational barriers, and enabled more responsive delivery of products and services to underserved communities. Entrepreneurial success therefore emerged from combining technological innovation with social responsibility rather than emphasizing technological capability alone.

Overall findings indicate that digital-preneurship contributes to inclusive economic growth through coordinated interaction among entrepreneurial capability, creative technologies, institutional ecosystems, community engagement, and social mission orientation. Sustainable organizational performance resulted from integrating commercial innovation with community empowerment, digital inclusion, and collaborative value creation. Such integration positions digital-preneurship as a comprehensive model for future entrepreneurial development within digitally transforming economies (Belas et al., 2025; Dent et al., 2025).

Previous studies have consistently reported that digital technologies enhance entrepreneurial efficiency, innovation performance, and business competitiveness. Findings from the present study confirm these conclusions while extending existing evidence by demonstrating that creative technologies also generate substantial improvements in community participation, employment inclusion, digital accessibility, and measurable social impact when embedded within socially oriented entrepreneurial strategies. Such multidimensional outcomes broaden the understanding of digital entrepreneurship beyond purely commercial performance.

Earlier investigations frequently evaluated digital entrepreneurship using indicators such as organizational growth, technology adoption, customer acquisition, or financial performance. Findings presented here expand these perspectives by incorporating social mission orientation, inclusive economic participation, stakeholder collaboration, and community empowerment as

equally important indicators of entrepreneurial success. Entrepreneurial value therefore extends beyond profitability toward broader contributions to sustainable socioeconomic development.

Differences also emerge regarding the role of technology within entrepreneurial ecosystems. Existing literature often portrays digital technologies primarily as operational tools supporting organizational efficiency and market expansion. Results obtained in this investigation indicate that creative technologies function equally as mechanisms for promoting social innovation, expanding entrepreneurial opportunities among marginalized populations, and strengthening collaborative relationships across communities, institutions, and business organizations. Technological innovation consequently becomes an enabler of inclusive development rather than merely a driver of economic growth.

Current entrepreneurship research frequently examines social entrepreneurship and digital entrepreneurship as separate analytical domains. Findings from this study demonstrate that integrating these perspectives provides a more comprehensive explanation of how digital business models simultaneously create commercial value and social impact. Such integration contributes to the evolving theoretical understanding of entrepreneurship within digitally connected and socially responsible economies.

Observed findings indicate that entrepreneurial success within digital economies increasingly depends upon balancing technological innovation with meaningful social contribution. Financial growth alone no longer adequately represents organizational success because enterprises capable of generating measurable community benefits simultaneously achieve stronger stakeholder trust, organizational resilience, and sustainable competitive advantage. Digital-preneurship therefore represents an emerging paradigm emphasizing shared value creation rather than exclusive commercial expansion.

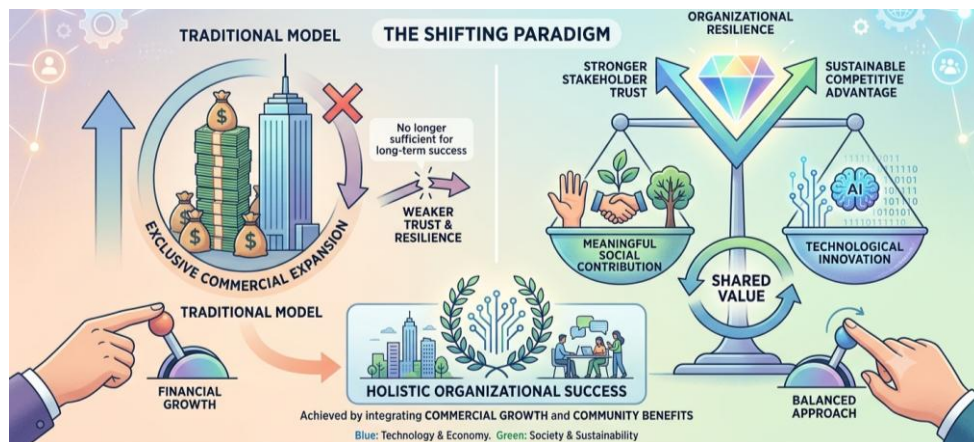


Figure 2. Digital Preneurship: Shared Value Creation

Successful implementation also indicates that creative technologies should be understood as collaborative development platforms rather than simply digital business tools. Artificial intelligence, digital platforms, cloud services, and data analytics enabled entrepreneurs to strengthen relationships among customers, local communities, educational institutions, financial organizations, and governmental agencies. Entrepreneurial ecosystems consequently evolved toward more interconnected, participatory, and socially responsive forms of innovation.

Participant experiences further indicate that inclusive economic growth depends upon expanding digital capability across diverse population groups rather than concentrating technological benefits within already advantaged communities. Enterprises actively investing in digital literacy, entrepreneurial education, mentoring, and community empowerment generated broader socioeconomic benefits than organizations focusing exclusively on

technology adoption. Human capability therefore remains central to successful digital transformation.

Institutional responses similarly indicate that entrepreneurial innovation cannot be separated from governance quality, collaborative policy development, financial accessibility, and supportive innovation ecosystems. Public institutions, business incubators, universities, and investors collectively influenced organizational success by facilitating entrepreneurial learning, technology adoption, and ecosystem collaboration. Sustainable digital entrepreneurship therefore requires coordinated institutional engagement alongside technological advancement.

Economic implications extend directly to national strategies promoting innovation-driven development and digital economic transformation. Governments should encourage entrepreneurial ecosystems integrating creative technologies with inclusive business development, social innovation, and community empowerment rather than emphasizing technological competitiveness alone. Such policy orientation will strengthen economic resilience while expanding equitable participation in digital economies.

Educational implications emphasize strengthening entrepreneurial education through integration of digital innovation, technological literacy, leadership development, ethical entrepreneurship, and social impact assessment. Universities and entrepreneurial training institutions should prepare future entrepreneurs capable of balancing technological innovation with societal responsibility. Educational transformation therefore becomes essential for developing digitally competent and socially conscious entrepreneurial leaders.

Managerial implications highlight the importance of embedding social missions into organizational strategy, innovation processes, and technology implementation. Business leaders should evaluate entrepreneurial success using balanced performance indicators encompassing financial sustainability, digital innovation, employment creation, community participation, and measurable social impact. Such multidimensional evaluation will encourage organizations to pursue long-term value creation rather than short-term commercial gains.

Societal implications extend beyond organizational performance because inclusive digital entrepreneurship contributes directly to employment generation, digital literacy, financial inclusion, community resilience, and equitable economic opportunity. Entrepreneurial ecosystems capable of integrating creative technologies with social innovation therefore strengthen broader sustainable development objectives while reducing structural inequalities across digitally transforming societies.

Improved organizational performance primarily resulted from the capacity of creative digital technologies to reduce market barriers, strengthen customer engagement, optimize operational efficiency, and facilitate rapid innovation. Artificial intelligence, digital commerce platforms, cloud computing, and data analytics enabled enterprises to respond more effectively to changing customer demands while simultaneously expanding business accessibility across geographically diverse markets. Technological flexibility consequently enhanced both commercial competitiveness and organizational resilience.

Social impact also increased because participating enterprises intentionally incorporated community empowerment, employment inclusion, entrepreneurial education, and digital accessibility into their business strategies. Social mission orientation influenced organizational decision-making beyond financial considerations, encouraging investments that strengthened local entrepreneurial ecosystems while generating sustainable economic opportunities for underserved populations. Commercial objectives therefore reinforced rather than displaced social development priorities.

Institutional collaboration further explains the observed improvements across organizational and societal outcomes. Business incubators, universities, governmental agencies, financial institutions, and community organizations collectively provided mentoring, funding opportunities, digital infrastructure, entrepreneurial training, and collaborative

innovation networks. Coordinated ecosystem support strengthened entrepreneurial capability while accelerating technology adoption and organizational learning.

Integrated interaction among technological innovation, entrepreneurial leadership, institutional ecosystems, community participation, and social mission orientation ultimately explains why digital-preneurship consistently outperformed conventional business models. Individual technological improvements contributed independently to organizational growth; however, coordinated integration across multiple dimensions generated cumulative benefits substantially exceeding those achievable through isolated technology adoption.

Future investigations should examine the long-term socioeconomic effects of digital-preneurship across diverse geographical regions, industrial sectors, organizational scales, and institutional environments. Comparative international studies would strengthen understanding of cultural, regulatory, technological, and economic factors influencing successful integration of creative technologies with socially oriented entrepreneurial development. Longitudinal evaluation will also improve understanding of organizational sustainability and evolving ecosystem dynamics.

Emerging technologies including generative artificial intelligence, blockchain, extended reality, decentralized finance, quantum computing, and intelligent automation present valuable opportunities for expanding socially responsible digital entrepreneurship. Future research should investigate how these technologies influence entrepreneurial innovation, collaborative governance, sustainable business models, and inclusive economic participation while maintaining ethical standards and public trust.

Policy-oriented investigation deserves continued attention as governments increasingly promote digital economic transformation. Future studies should evaluate regulatory innovation, digital infrastructure investment, financial inclusion strategies, public–private partnerships, entrepreneurial education, and ecosystem governance supporting equitable access to technological innovation. Such evidence will strengthen policy design while encouraging responsible entrepreneurial development.

Interdisciplinary collaboration among entrepreneurship scholars, economists, technology researchers, policymakers, educators, investors, and community organizations will be essential for advancing future digital-preneurship research. Continued integration of entrepreneurship theory, digital innovation, sustainable development, social policy, and organizational management will support resilient entrepreneurial ecosystems capable of generating lasting economic prosperity alongside measurable social progress within increasingly interconnected digital societies.

CONCLUSION

Findings demonstrate that digital-preneurship supported by creative technologies significantly promotes inclusive economic growth by simultaneously strengthening entrepreneurial performance, innovation capability, employment generation, digital inclusion, community participation, and long-term business sustainability. Distinctive contribution of this study lies in demonstrating that superior organizational outcomes emerge not merely from the adoption of advanced digital technologies but from their strategic integration with a clearly defined social mission that prioritizes community empowerment, equitable opportunity creation, and sustainable value generation. Commercial success and measurable social impact therefore function as mutually reinforcing objectives rather than competing priorities. This integrated perspective advances current entrepreneurship research by positioning digital-preneurship as a human-centered innovation model in which technological capability, entrepreneurial leadership, and social responsibility collectively shape resilient and inclusive entrepreneurial ecosystems.

Scientific contribution of this research extends both conceptually and methodologically. Conceptually, the study proposes an integrated framework that connects digital entrepreneurship, creative technologies, social entrepreneurship, innovation management, institutional ecosystems, and inclusive economic growth into a unified model explaining how digital innovation generates both economic and societal value. Methodologically, the mixed-methods sequential explanatory approach combines quantitative evidence derived from organizational performance indicators, digital platform analytics, innovation capability assessments, and social impact measurements with qualitative insights obtained through interviews, organizational observations, focus group discussions, and institutional document analysis. Integration of these complementary sources provides a comprehensive understanding of the mechanisms through which socially oriented digital-preneurship contributes to sustainable development while offering an evidence-based foundation for future entrepreneurship research, innovation policy, and ecosystem development.

Scope of this investigation remains limited to digitally enabled enterprises operating within established entrepreneurial ecosystems characterized by relatively advanced technological infrastructure and institutional support. Differences in regional digital readiness, socioeconomic conditions, entrepreneurial culture, public policy, organizational maturity, and access to innovation resources may influence the transferability of these findings across different economic environments. Future research should therefore investigate longitudinal organizational performance, cross-country comparative analysis, artificial intelligence-driven entrepreneurship, platform ecosystem governance, blockchain-enabled social enterprises, digital financial inclusion, entrepreneurial resilience during economic disruptions, and public-private innovation partnerships. Such investigations will strengthen the scalability, inclusiveness, policy relevance, and long-term sustainability of digital-preneurship while supporting resilient entrepreneurial ecosystems capable of advancing equitable economic development in increasingly digital societies.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) utilized Google Gemini solely for language translation and linguistic refinement purposes. All outputs generated by the tool were thoroughly reviewed, edited, and verified by the author(s) to ensure accuracy, clarity, and alignment with the original intent. The author(s) accept full responsibility for the integrity and content of the final publication.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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