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FACTORS AFFECTING DIGITAL ENTREPRENEURSHIP: A CASE STUDY OF VIETNAMESE WOMEN

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Abstract. Digital business has become a dominant trend in today's digital era. This study aims to explore and identify the key factors influencing digital entrepreneurship among Vietnamese women. A quantitative research approach was used, employing a structured questionnaire to survey 527 women entrepreneurs in Vietnam. The collected data were analyzed with SPSS 26 software. The results indicate that personal and professional characteristics, digital entrepreneurial capabilities, digital consumer behavior, digital infrastructure, digital interactions, and government policies all have a positive influence on digital entrepreneurship intentions. Of these, government policies have the most significant impact, while digital consumer behavior has the least influence. Based on these findings, the study offers several recommendations to better support and promote digital entrepreneurship among Vietnamese women.

Keywords: Digital entrepreneurship; digital technology; Vietnamese women

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JEL Classifications: L26, M13, M21

1. Introduction

Digital technology platforms in the digital economy era have become the centerpiece of modern business models, connecting people, businesses, devices, data, and processes worldwide. The convergence of the internet, mobile technology, and the Internet of Things (IoT) has created a borderless network of connections, enabling businesses to transcend geographical boundaries and overcome gender stereotypes to serve diverse production and consumption needs. The digitalization process demands quick, efficient, and reliable information exchange and data transmission, requiring entrepreneurs to be creative, possess problem-solving skills, and integrate data into business processes to meet customized supply chain requirements.

Although the current business community is still mostly composed of men, women entrepreneurs are gradually earning their place by expanding their activities in the online business sector, especially within small and medium-sized enterprises. To succeed, they must leverage technology, develop flexible and efficient processes, and acquire the right skills to benefit from advances in communications and data processing fully. This not only cuts transaction costs but also enables them to scale operations globally. With the trend of liberalizing trade policies and decreasing transportation costs due to IoT development, women entrepreneurs have opportunities to participate in global value chains where production processes are spread across multiple locations. The ability to adapt to technology and utilize global business networks will be essential for their success and sustainability.

Vietnam is a growing economy in Southeast Asia, experiencing rapid development of digital infrastructure, with over 70 percent of the population using the Internet and e-commerce achieving the region's highest growth rate. The government has launched the National Digital Transformation Strategy to 2025, with a vision extending to 2030, reaffirming its commitment to advancing the digital economy and innovation ecosystem. However, this progress is uneven between urban and rural areas, and a significant digital divide persists among social groups, especially between men and women.

Vietnamese women make up more than 70 percent of the workforce and have a high participation rate in start-ups within the region. However, most are concentrated in traditional industries such as retail or food service rather than digital technology sectors. Although the digital economy offers significant potential, women digital entrepreneurs in Vietnam still face many barriers, including limited technology skills, difficulty accessing capital and innovation support programs, and social prejudices about gender roles. While international studies have examined many factors influencing digital entrepreneurship, such as technological capacity, policy environment, and social and cultural networks (Sakhteh et al., 2024; Allawi & Alyouzbaky, 2025), empirical evidence from emerging economies like Vietnam remains limited, especially regarding research focusing on women.

This study addresses the research gap on digital entrepreneurship in developing countries and includes gender analysis to highlight the differences in opportunities and challenges faced by women entrepreneurs. Additionally, it offers valuable evidence for policymakers, training programs, capital assistance, and the development of networks focused on women digital entrepreneurs, thus supporting gender equality, enhancing national competitiveness, and unlocking women's potential in the digital economy.

2. Literature review and hypothesis development

2.1. Underlying theories

This study uses a multi-theoretical approach to examine the factors influencing the development of digital entrepreneurship among women entrepreneurs in Vietnam. The Resource-Based View (RBV) serves as the main theoretical foundation, supported by the social capital theory, digital consumer behavior theory, and public policy theory. Combining these perspectives provides a comprehensive understanding of how individual skills, technological resources, network dynamics, consumer behavior, and institutional support together shape digital entrepreneurial success.

While prior research has extensively explored digital entrepreneurship in developed economies (Autio et al., 2018; Belitski et al., 2023), there is a significant gap in the literature regarding the intersection of gender, digital skills, and institutional environments in emerging markets, especially in Southeast Asia. Additionally, few studies have used a resource-based theoretical approach to examine how women entrepreneurs develop and maintain digital ventures. This research fills this gap by applying the RBV and related theories to the Vietnamese context.

2.1.1. Resource-Based View (RBV)

The RBV developed by Barney (1991) argues that an enterprise's long-term competitive advantage stems from owning and strategically utilizing valuable, rare, inimitable, and non-substitutable resources. In digital entrepreneurship, these resources encompass digital entrepreneurial capabilities, digital infrastructure, human capital, and technological expertise.

This study uses the RBV as its main theoretical framework, asserting that women entrepreneurs' capacity to access and leverage these resources is crucial for the development and growth of digital ventures. Due to the fast-changing and growing nature of digital markets, resource agility and technological adaptation become essential for entrepreneurial success (Teece, 2018).

2.1.2. Social Capital Theory

Social Capital Theory, as described by Coleman (1988) and Putnam (2000), highlights the importance of social relationships, trust, and network structures in providing access to resources and opportunities. For women

entrepreneurs, particularly in patriarchal or male-dominated societies, social capital can make up for limited access to formal support systems (Brush et al., 2006).

This study examines social capital through digital engagement and participation in online communities, which offer emotional support, information exchange, and collaboration opportunities. These interactions boost entrepreneurial learning and help mobilize resources in the digital economy.

2.1.3. Digital Consumer Behavior Theory

The digital consumer behavior theory explores how technological advances influence consumer attitudes, decision-making, and buying habits. According to Hoyer et al. (2020), the growth of e-commerce, mobile devices, and social media has reshaped traditional consumption patterns.

This research applies this theory to explore how women entrepreneurs in Vietnam interpret and respond to changing digital consumer behaviors. Understanding such behaviors is crucial for creating effective products, services, and marketing strategies tailored to digitally engaged consumers.

2.1.4. Public Policy Theory

Public policy theory indicates that government regulations and institutional structures are crucial in shaping the entrepreneurial ecosystem. As Rodrigues and Franco (2021) point out, policies like digital training programs, tax incentives, and innovation subsidies can lower market entry barriers and promote entrepreneurial innovation. Although public policy is not the primary focus of this study, it is acknowledged as a crucial contextual factor that influences the availability of resources and the sustainability of digital entrepreneurship among Vietnamese women. Including this perspective enables a more comprehensive analysis of the external environment.

2.2. Hypotheses development

Personal factors, including personality, motivation, skills, and attitudes, play a crucial role in supporting digital entrepreneurship. Personality, in particular, helps entrepreneurs determine their intention and ability to start their own business (Sarwar et al., 2020; Latinytè, 2025), while intrinsic and extrinsic motivations foster autonomy, persistence, and positive attitudes toward technology (Koe & Sakir, 2020). Simultaneously, innovation capabilities and diverse skills, ranging from leadership and marketing to technology, are essential for competitiveness and success (Frese & Gielnik, 2014).

Digital entrepreneurial attitudes are considered the primary drivers, influenced by personal perceptions, social support, external pressures, and digital maturity (Gieure et al., 2019). Digital entrepreneurial intentions not only leverage technological opportunities but also boost economic growth (Aloulou et al., 2024). However, trust and risk-taking are also crucial. Digital entrepreneurship education helps entrepreneurs gain the knowledge, skills, and culture necessary to build successful projects. In a competitive digital environment, the ability to make quick decisions, adapt flexibly, and process information efficiently is key to success (Xing et al., 2020; Nurlatifah et al., 2025).

Digital entrepreneurs must continually improve their business models, develop their skills, and maintain an innovative mindset to stay ahead in a constantly changing market. Based on the above arguments, the research hypothesis is proposed as follows:

H1: Personal and professional characteristics have a positive influence on digital entrepreneurship.

The rapid growth of digital technology and infrastructure offers significant opportunities for entrepreneurs, helping to optimize the value chain and increase flexibility in addressing challenges and spotting opportunities (Autio et al., 2018). Digital technology also facilitates risk sharing and collaborative research and development (Belitski et al., 2023).

Entrepreneurs with advanced digital skills have a significant advantage in navigating market crises and unexpected events, such as COVID-19, compared to relying solely on traditional technology (Blichfeldt & Faillant, 2021). Digital capabilities require flexible, accessible, and practical knowledge, whereas industry-specific technologies often take a significant amount of time to learn and implement.

Platforms like Amazon clearly show the potential of digitalization, offering tools for entrepreneurs to create innovative businesses, from product search to personalized delivery. Digital capabilities not only promote entrepreneurship but also make it easier to access resources, helping women entrepreneurs respond quickly to consumer demand and succeed in the digital world. Based on the above arguments, the research hypothesis is proposed as follows:

H2: Digital entrepreneurial capabilities have a positive influence on digital entrepreneurship.

Rangaswamy et al. (2022) argue that digital consumer behavior is a key factor in digital entrepreneurship. Digital consumers are people who use mobile devices or shop online, making decision-making easier. In the context of rapidly changing consumer preferences, entrepreneurs need to be agile in monitoring and seizing opportunities to develop suitable products or services. Hoyer et al. (2020) point out that digital technologies such as IoT, VR, AR, virtual assistants, chatbots, and robots have transformed the way consumers interact with brands and products. Today, the shift from traditional to online shopping, along with the emphasis on brand value and digital experiences, creates new opportunities for entrepreneurs.

Consumers today showcase their identity through social media and participate in digital platforms (Rogova & Matta, 2023). Social media feedback and online reviews not only help build a reputation but also directly affect businesses. Successful entrepreneurs know how to utilize this feedback to enhance products, adopt new technologies such as IoT or augmented reality, quickly respond to market needs, and maintain a competitive edge. Based on the above arguments, the research hypothesis is proposed as follows:

H3: Digital consumer behavior has a positive influence on digital entrepreneurship.

Nzembayie et al. (2019) describe digital infrastructure as a system of tools and platforms that support communication, collaboration, and information processing, thereby promoting the development of entrepreneurs in the digital environment. According to Rodrigues and Franco (2021), this infrastructure includes affordable, efficient, and competitive communication tools, such as low-cost internet, ICT technology, broadband services, cloud computing, and digital payment systems. These are key factors that help digital entrepreneurs create sustainable value. Leimstoll et al. (2018) and Quyet2024) highlight that e-business not only enables transparent and open communication but also helps entrepreneurs better understand various aspects of their businesses and projects.

Simultaneously, digital infrastructure is viewed as a platform that enables companies to connect, scale, innovate, and respond flexibly to customer needs. This provides a competitive edge by allowing differentiation. For women entrepreneurs specifically, a strong digital infrastructure, including high-speed internet, cloud services, digital payment systems, and cybersecurity measures, reduces barriers to entry, safeguards data, improves performance, and boosts competitiveness in the digital era. This creates opportunities for them to adopt innovative business models, serve global markets, and support sustainable development. Based on the above arguments, the research hypothesis is proposed as follows:

H4: Digital infrastructure has a positive influence on digital entrepreneurship.

Rodrigues and Franco (2021) highlight that digital development and innovation are closely linked, requiring governments to focus on digitalization, transformation, and global integration strategies. Stable and effective support policies, such as tax incentives and training programs, can lower barriers and encourage digital entrepreneurship. Many governments have introduced various forms of support such as grants, incubators, accelerators, and regulatory assistance (Mankevich & Holmström, 2016). Incubation ecosystems not only offer valuable information but also foster new digital ventures (Mohamed et al., 2024). Living Labs play a crucial role in supporting digital businesses from initial ideas to practical management (Le et al., 2018). Numerous researchers highlight (e.g., Jiang et al., 2021; Montero & Parga, 2023) that proper government regulations on digital technology can encourage innovation and economic growth, while ineffective policies can impede progress.

Collaboration among the government, private sector, and stakeholders is essential to sustain and expand digital entrepreneurship. Based on the above arguments, the research hypothesis is proposed as follows:

H5: Government policies have a positive influence on digital entrepreneurship.

Figure 1 shows the analytical framework as follows:

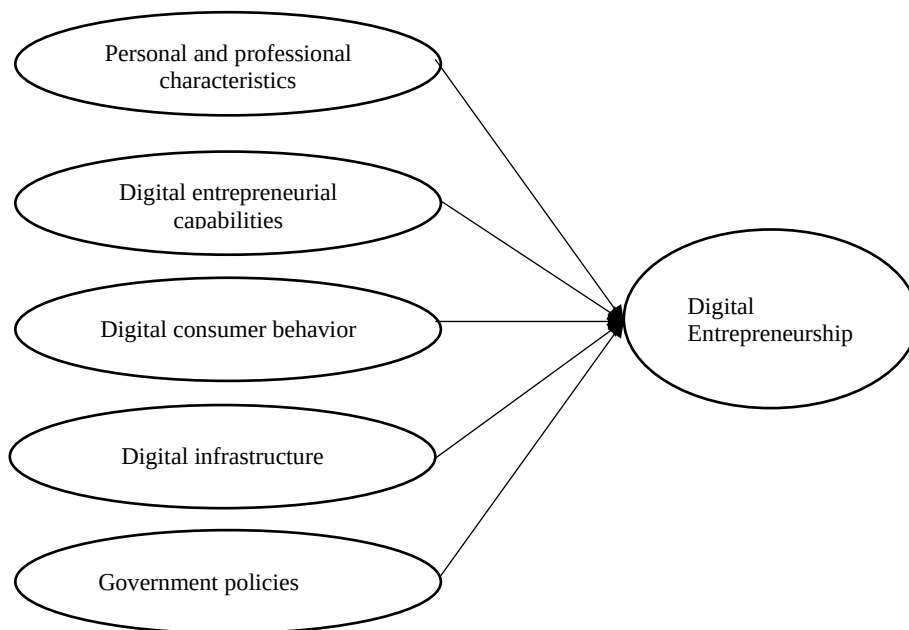


Figure 1. Analytical framework

Source: Recommended by the author

3. Methodology

According to Hair et al. (2010), the minimum sample size for EFA is 50, preferably 100 or more. A ratio of observations to an analytical variable of 5:1 or 10:1 is ideal. The study used a 10:1 ratio, so the minimum sample size would be 250. The author used a purposive non-probability sampling method to ensure the data's representativeness and reliability. The target population consisted of women entrepreneurs involved in digital business activities in Vietnam, specifically individuals with relevant knowledge and practical experience directly related to the research topic. A total of 800 questionnaires were distributed, and 527 valid responses were collected through three main channels: (1) direct distribution of questionnaires at networking events and digital start-up conferences organized by women entrepreneurship support organizations; (2) telephone interviews with participants who had limited availability; and (3) email distribution, with the support of women entrepreneur associations, start-up communities, and digital business networks in Vietnam. The study was conducted in January 2025. The respondents' participation was voluntary. The study used a 5-level Likert scale to collect data. After collecting the data, the author assessed the reliability of the data through the Cronbach's Alpha coefficient. Then, using the exploratory factor analysis (EFA) method to find out the observed variables that are significant and correlated with each other. Finally, the multivariate regression model is employed to test research hypotheses. The measurement scales used in this study were adapted from earlier research. The scale for personal and professional characteristics includes five items taken from Frese and Gielnik (2014). The four-item scale for digital entrepreneurial capabilities was adapted from Autio et al. (2018). Digital consumer behavior is assessed using five items based on the work of Rangaswamy et al. (2022). Digital infrastructure comprises four items adapted from Nzembayie et al. (2019). Government policies are evaluated with four items from Rodrigues and Franco (2021), while digital entrepreneurship is measured with three items adapted from Belitski et al. (2023).

4. Research results

4.1. Reliability test

According to Nunnally and Bernstein (1994), a scale that is accepted and well evaluated must meet two conditions: Cronbach's Alpha coefficient of the entire scale greater than 0.6, and Corrected Item-Total Correlation coefficient greater than 0.3. The results of the analysis in Table 1 show that the scale achieves the reliability recommended by Nunnally and Bernstein (1994).

Table 1. Cronbach's Alpha

Scales	Sign	Corrected Correlation	Item-Total	Cronbach's Alpha
Personal and professional characteristics	PPC			0.837
- I am persistent and don't give up easily when facing challenges.	PPC1	0.707		
- I can effectively plan and organize tasks.	PPC2	0.693		
- I proactively pursue new business opportunities.	PPC3	0.739		
- I possess strong problem-solving skills in a business setting.	PPC4	0.716		
- I have extensive expertise in my field of work.	PPC5	0.700		
Digital entrepreneurial capabilities	DEC			0.783
- I can leverage digital technologies to grow my business.	DEC1	0.721		
- I understand how to incorporate digital tools into my business strategy.	DEC2	0.682		
- I have data analytics skills to inform business decisions.	DEC3	0.600		
- I can quickly adapt to emerging technology trends.	DEC4	0.621		
Digital consumer behavior	DCB			0.822
- I often shop or use services online.	DCB1	0.572		
- I look for product information on digital platforms before buying.	DCB2	0.637		
- I trust online reviews and feedback from other users.	DCB3	0.666		
- I frequently share my shopping experiences on social media.	DCB4	0.619		
- I use mobile devices to interact with businesses.	DCB5	0.701		
Digital infrastructure	DI			0.817
- I have reliable, high-speed internet access.	DI1	0.718		
- I possess the necessary technological devices for business operations.	DI2	0.729		
- Technical support services are readily available in my area.	DI3	0.710		
- I can seamlessly integrate new technologies into my business activities.	DI4	0.734		
Government policies	GP			0.808
- The government offers valuable support for digital entrepreneurship.	GP1	0.715		
- Legal policies are favorable for launching digital businesses.	GP2	0.672		
- I have access to government innovation support programs.	GP3	0.613		
- There are numerous opportunities to obtain funding or capital from the government.	GP4	0.620		
Digital entrepreneurship	DE			0.831
- I am currently involved in or planning to pursue digital entrepreneurship.	DE1	0.714		
- I believe digital entrepreneurship is my career path.	DE2	0.690		
- I actively look for business opportunities in the digital space.	DE3	0.658		

Source: Data processing results from SPSS26

4.2. Exploratory factor analysis

To meet the analysis requirements, the KMO coefficient should be between 0.5 and 1, factor loadings should be greater than 0.5, Bartlett's test should show statistical significance with a p-value less than 0.05, and the total of variance explained should be over 50 percent.

Table 2. The results of EFA

Item	Independent variables	Dependent variable
KMO	0.726	0.715
Sig. (Bartlett's test)	0.000	0.000
% of Variance	70.212	68.261
Eigenvalue	1.802	2.012

Source: Data processing results from SPSS26

The analysis of the rotation matrix reveals that five factors are extracted, which correspond to the original predictors, and the factor loadings of the variables exceed 0.5 (see Table 2 above). Therefore, no variables are eliminated.

4.3. Multivariate linear regression model

The multivariate linear regression model is expressed as:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \dots + \beta_k x_k + \varepsilon$$

In which (x_1 = personal and professional characteristics, x_2 = digital business capabilities, x_3 = digital consumer behavior, x_4 = digital infrastructure, x_5 = government policies).

The results show that the research hypotheses have significant coefficients < 0.05 . Therefore, hypotheses H1, H2, H3, H4, and H5 are accepted. Data analysis indicates that the variables (personal and professional characteristics, digital business capabilities, digital consumer behavior, digital infrastructure, government policies) positively influence digital entrepreneurship, with coefficient values of $\beta_1 = 0.367$, $\beta_2 = 0.400$, $\beta_3 = 0.318$, $\beta_4 = 0.382$, $\beta_5 = 0.415$, respectively (Table 3).

Table 3. Regression analysis

		Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
		B	Standard deviation	Beta			Tolerance	VIF
1	(Constant)	0.179	0.015		2.627	0.001		
	x ₁	0.356	0.030	0.367	2.392	0.023	0.615	1.802
	x ₂	0.389	0.032	0.400	2.920	0.001	0.692	1.920
	x ₃	0.298	0.035	0.318	2.238	0.003	0.684	1.782
	x ₄	0.370	0.027	0.382	2.381	0.029	0.606	1.808
	x ₅	0.401	0.032	0.415	3.203	0.002	0.639	1.901

$R^2 = 0.783$, Adjusted $R^2 = 0.777$, Sig. = 0.000, Durbin – Watson = 1.910

Source: Data processing results from SPSS26

The study's standardized regression model is as follows:

$$DE = 0.367x_1 + 0.400x_2 + 0.318x_3 + 0.382x_4 + 0.415x_5$$

In variance analysis, the F test is used to verify the hypothesis about the suitability of the general linear regression model, thus confirming the linear relationship between the dependent variable and the entire set of independent variables. In this case, it can be concluded that the F statistic has a value of Sig. = 0.000 < 0.05 , indicating that the model is entirely appropriate.

The research findings indicate that all six factors have a positive influence on the digital entrepreneurship of Vietnamese women. Specifically, based on the linear regression results presented above, government policies have the highest standardized β coefficient (0.415), suggesting they have the most significant impact on digital entrepreneurship. This is followed by digital business capabilities ($\beta = 0.40$), digital infrastructure ($\beta = 0.38$), and personal and professional characteristics ($\beta = 0.37$). Meanwhile, digital consumer behavior ($\beta = 0.318$) demonstrates the least influence on digital entrepreneurship. It is a vital preliminary step, helping women entrepreneurs turn their businesses into digital enterprises.

5. Discussion and implications

5.1. Discussion

The findings of this study provide valuable insights into the factors influencing digital entrepreneurship among Vietnamese women. The fact that all five examined factors have a positive impact suggests a complex ecosystem supporting women's involvement in digital entrepreneurship. Among these, government policies have the greatest influence on Vietnamese women's digital entrepreneurship. The results emphasize the importance of state policies in creating an environment that enables women entrepreneurs.

The results are similar to Miah et al. (2025), who suggest a comprehensive approach to support policy framework and practices, aiming to foster an inclusive digital entrepreneurship ecosystem in most developing African and Asian countries. This aligns with Vietnam's context as a transitioning economy where the government plays a central role in shaping the business landscape, especially in the digital sector. Unlike developed countries, where market forces and private investments are dominant, Vietnam still relies heavily on

government support policies and programs to help women access resources, training, capital, and business opportunities. Additionally, considering the challenges Vietnamese women face, such as gender prejudice, limited digital skills, or balancing work and family responsibilities, government intervention acts as a “balancing” force, establishing conditions that encourage women to participate more actively in the digital economy.

Digital business capabilities are the second most significant factor affecting digital start-ups. This highlights the crucial importance of digital skills, business insight, and technological expertise in helping women succeed and thrive in the digital entrepreneurial world. It supports earlier research that stresses the value of entrepreneurial abilities and digital literacy in improving business performance and innovative potential in the digital age.

Digital infrastructure is found to have the third-largest impact on digital entrepreneurship among Vietnamese women. Full infrastructure includes internet access, digital tools, and platforms that serve as the foundation for digital business activities. This result aligns with Vietnam's context because, over the past decade, the country has rapidly expanded its telecommunications and information technology infrastructure, with more than 70 percent of the population using the Internet and one of the highest percentages of smartphone users in Southeast Asia. It is this widespread access that has created opportunities for women, including those in rural areas, to use e-commerce, social networks, and online platforms to start businesses. However, the digital divide between urban and rural areas, as well as among different population groups, still exists, making digital infrastructure a crucial factor. If the infrastructure is improved and more evenly distributed, women's chances to engage in digital start-ups will increase significantly.

Personal and professional characteristics highlight the importance of individual attributes such as motivation, resilience, creativity, and prior experience. This finding supports existing literature (e.g., Al Omoush, 2024) that emphasizes the role of human capital in entrepreneurship, especially among women, who often face unique socio-cultural barriers in business environments.

Although digital consumer behavior showed a relatively weaker effect, its positive contributions remain important, indicating that understanding and responding to evolving consumer preferences and digital consumption patterns is essential for entrepreneurial success. This result reflects the increasing demand for customer-centric strategies in the digital economy and suggests that entrepreneurs who can effectively identify and meet consumer needs are more likely to thrive.

Overall, these findings indicate that empowering women in digital entrepreneurship needs a comprehensive approach that boosts individual skills while also improving structural and institutional support systems.

5.2. Implications

To begin with, the Vietnamese Government, in collaboration with organizations such as the Vietnam Chamber of Commerce and Industry (VCCI), the Vietnam Association of Women Entrepreneurs (VAWE), and National Innovation Centers, should initiate targeted digital capacity-building initiatives. These initiatives should encompass subsidized digital training programs for women entrepreneurs in rural and underserved regions; provision of technology adoption grants or tax incentives for women-led SMEs investing in digital platforms such as ERP, CRM, and e-commerce websites; the development of mentorship networks pairing women entrepreneurs with digital experts to facilitate practical application; and pilot programs for cross-border e-commerce training, enabling women entrepreneurs to access global markets through digital tools. Furthermore, expanding broadband internet infrastructure and mobile device access in remote areas should be a priority to promote digital inclusiveness. Giving women the tools, skills, and connectivity they need to succeed in the digital economy will not only encourage sustainable women entrepreneurship but also align with Vietnam's broader national strategy for digital economic integration.

Next, women entrepreneurs in Vietnam need to focus on building their information technology (IT) skills to keep pace with the digital transformation trend. Universities and specialized business education institutions play a key role by offering targeted training programs. These programs help women entrepreneurs leverage advanced technology, improving business operations both in person and online. Currently, network connectivity and

internet access are essential, with smart and mobile devices playing a crucial role in communication, information sharing, and supporting efficient business practices, thereby boosting community value. To stay aligned with the digital transformation, women entrepreneurs in Vietnam need to strengthen their IT skills. Universities and specialized business educational institutions should take a leading role by developing and offering tailored digital skills training programs for women entrepreneurs. These programs should extend beyond basic IT literacy to include practical modules on e-commerce operations, digital marketing, cybersecurity, data analytics, and the use of AI-driven tools in business management. To ensure accessibility and effectiveness, the Ministry of Education and Training (MOET), in partnership with the Ministry of Labor, Invalids and Social Affairs (MOLISA), should require the integration of digital entrepreneurship training into existing vocational and continuing education for women-led enterprises. Furthermore, universities should create short-term certificate courses and online learning platforms in collaboration with technology companies and digital incubators.

Finally, the rapid growth of technology has created new demands for businesses, prompting women entrepreneurs in Vietnam to not only improve their skills but also expand their operations globally. In an increasingly competitive environment, women entrepreneurs must be more flexible and creative in their business strategies. Therefore, they need to review and adjust their business models to ensure they can respond to market fluctuations and stay current with new trends. Simultaneously, educational institutions and training centers in Vietnam need to develop retraining programs centered on applying technology in business management and operations, combining the “learning by doing” method to enhance efficiency. This approach not only helps women entrepreneurs meet market demand but also leverages technology to expand and strengthen their position in the digital economy, contributing to the sustainable development of businesses and the Vietnamese economy.

Conclusion

In Vietnam, women engage in business in various forms, including self-employment, small and medium-sized enterprises (SMEs), social enterprises, cooperatives, and other models. Their business potential should be directed and supported to align with their aspirations for strong growth in a modern and competitive business environment. To accomplish this, women entrepreneurs need access to expanded networks, both domestically and internationally, which will help them overcome barriers such as limited access to loans from banks and financial institutions, as well as gender biases that persist in some traditional social views. Despite facing significant challenges, Vietnamese women entrepreneurs have the potential to become a key driving force for economic development, especially when they are empowered to access and implement new technologies. This not only boosts productivity but also helps them transform their businesses into higher-value-added sectors. Promoting women’s entrepreneurship contributes to narrowing the technology gap, creating opportunities for aspiring women entrepreneurs to grow sustainably, innovate, and make meaningful contributions to the development of the Vietnamese economy in the digital age.

This study identified five factors that influence women’s digital entrepreneurial intention in an emerging economy like Vietnam, including personal and professional characteristics, digital entrepreneurial skills, digital consumer behavior, digital infrastructure, digital interactions, and government policies. The findings contribute to the empirical evidence on the factors driving digital entrepreneurship among women, a relatively new and understudied topic in developing countries. The novelty of the research lies in the combined analysis of technology, behavior, and policy contexts to provide a comprehensive understanding of women’s digital entrepreneurial activities, thus expanding existing theoretical frameworks in entrepreneurship and digital transformation.

However, the study still has some limitations. First, the data collected within Vietnam may not fully represent the cultural, economic, and digital transformation differences of other emerging countries. Second, the cross-sectional research design does not allow for assessing changes in digital entrepreneurship intentions over time. Third, measurement factors are primarily self-reported, which may be influenced by cognitive bias. Therefore, future studies could expand the survey to include many emerging countries for comparative purposes; employ a longitudinal research design to track fluctuations in digital start-up intentions; or incorporate in-depth qualitative methods to gain a deeper understanding of women’s motivations, barriers, and real-world experiences.

in digital entrepreneurship. These suggestions will help clarify the nature of the influencing factors and improve the generalizability of the research findings.

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