Innovative Entrepreneurship in The Post Covid-19 Era

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Abstract

Digital entrepreneurship involves the emergence of empathy, commitment, innovation and satisfaction that make up a process aimed at building a global digital village. In this scenario, the deregulation of the State envisions citizen participation through electronic devices with the purpose of generating ideas for Human Development. However, in any of the scenarios, digital exclusion or inclusion, the differences between resources and groups exacerbate the asymmetries between individuals. This work suggests that in both contexts, gap or digital village, entrepreneurship generates Human Development, but also intensifies the defenselessness of people exposed to harassment. A review of the theoretical and conceptual frameworks, as well as the findings reported in the state of knowledge, warns that entrepreneurship is generated by perceptions of opportunity that, when associated with expectations of compatibility, usefulness and ease, generate asymmetric relationships between cyber users. Therefore, a model is proposed for the study of both phenomena with the purpose of opening the discussion about the relevance of electronic devices in the diffusion of equity.

Keywords: gap; internet; entrepreneurship; innovation; development

Introduction

Human Development involves the intensification of education in virtual settings, but the problems related to the groups that make up digital networks exacerbate differences that inhibit the development of computational skills. This is the case of cyberbullying, which is a product of the usefulness and self-efficacy in the use of information protocols and electronic devices while these are complemented with strategies of ridicule, sexism or aggression on the Internet. In this sense, human capital, as proposed by rational choice, makes up skills, knowledge and values that not only lead to self-education, but also to the establishment of asymmetric relationships with their peers and the networks they form are rather an extension of social exclusion on the internet.

Given that entrepreneurship is an emerging phenomenon or at least adjacent to uncertainty and risk, the main factors that motivate Human Development, this work is based on theoretical and conceptual frameworks to explain digital entrepreneurship. The Rational Choice Theory (TER) in the first instance, and the Human Capital Theory (TCH) in the second instance, present Human Development as a product of the optimization of information and resources. Both approaches point to a rational process that is activated by the generation of opportunities and the formation of skills. The two theories maintain that freedoms of choice precede capabilities and responsibilities. However, the TER assumes that the individual is capable of gathering sufficient information to anticipate unfavorable or favorable scenarios for his or her objectives and resources, while the TCH considers that professional training does not depend on the information available, but on the quality of its content. In this sense, optimized information determines the management and specialization of knowledge that will

allow defining objectives and carrying out strategies to achieve the purposes and goals (Reed and Wolniak, 2005). Both approaches were synthesized by the Theory of Reasoned Action (TAR) and the Theory of

Planned Behavior (TCP), antecedents of the Theory of Acceptance of Technology (TAT). ANT points out that the beliefs that are generated from the available information are the key to rational decisions and capital formation. Access to information sources generates categorization of content and establishment of topics that will be rejected or accepted by users of the information media (Ajzen and Fishbein, 1974). In this way, information processing will generate deliberate actions, but the generality of content in repeated circumstances does not correspond to the expected decisions or actions. The TPB will propose that specific beliefs are correlated with delimited decisions and actions (Ajzen, 1991). This is how beliefs about the ease or usefulness of a technology will more specifically determine the intensive use of electronic devices. Both theories, TAR and TCP, ensure that the surrounding information is processed by belief systems for making decisions and actions related to digital technologies, but they ignore the effect of resistance that involves the acceptance of devices that are constantly updating their information applications. The TAT will propose perceptions of usefulness and ease of use as the determining factors of the acceptance and intensive use of digital protocols and electronic devices (Davis, 1993). In this way, the TER, TCH, TAR, TCP and TAT consistently explain the process of choosing, accepting and using technologies that, linked to entrepreneurship, will enhance Human Development. Consequently, digital entrepreneurship understood as perceptions of opportunity and management and innovation capabilities of knowledge oriented towards Human Development supposes responses of a community to the problems related to the digital divide. Within the framework of the Information Society, digital entrepreneurship is a product of scientific and technological advances in which the intensive uses of electronic devices allow the diversification of initiatives, as well as the discussion of topics that, due to their degree of trend, will impact in public opinion. However, digital entrepreneurship, unlike social

entrepreneurship, is subject to technological advancement and the adoption of lifestyles compatible with the electronic and discursive innovations of Internet users. While digital entrepreneurship involves specialization and updating of knowledge and skills, social entrepreneurship involves perceptions of risk and opportunity. A review of psychological studies of social and digital entrepreneurship show that perceptions of risk, self-efficacy and opportunity are determinants of personal, group or organizational initiatives, but it is the perceptions of compatibility, usefulness and ease of use of electronic devices that explain the generation and innovation of ideas, but also harassment between users. If social entrepreneurship determines Human Development, then the perception of opportunity, risk and self-efficacy are explanatory factors of educational, labor and health progress, but in the case of digital entrepreneurship, the perception of compatibility, usefulness and ease of use not only explain the advancement of human capital, but also harassment between peers when interacting through technology or electronic device. Therefore, the objective of this work is to review the studies related to digital entrepreneurship, knowledge management and innovation to specify the relationships between the determining factors and to discuss the scope and limits of the specified model. Such an exercise will allow us to anticipate scenarios of discussion, harassment and intervention aimed at Human Development by explaining the digital entrepreneurship of human capital. There are three scenarios that this review expects; 1) digital entrepreneurship as an indicator of the digital divide between Internet users and cybergroups. In this scenario, knowledge management and innovation is deregulated by the State and subordinated to for-profit organizations, 2) digital entrepreneurship as an indicator of informational equity between hactivists and Internet users. Management and innovation depend on empathetic relationships, commitment and life satisfaction generated by the exchange of information, 3) digital entrepreneurship as an indicator of the informational diversity promoted by the transformation of the State and the intensification of citizen participation, as well as the opening of the media and access to electronic technologies and devices. Each of the three scenarios involves the interrelation between computer agents, cyberpolitical actors, Internet users and artificial intelligences that, due to their degree of compatibility, usefulness and self-efficacy, will build other scenarios of power, influence, control and social domination. However, the perception of opportunity seems to be a key factor in the advent of some of the scenarios, since as long as the State does not guarantee access to the Internet and citizens do not self-manage their access to the Internet, the cyberspheres of Internet users generate opportunities that When perceived by other cyber users, they represent the investigative focus in this process. What would be the dimensions of the perception of opportunity in a context of digital divide, equity and electronic inclusion or hactivism? The answer to this question has not yet been elaborated by theoretical and conceptual frameworks nor has it been reported as a finding in the state of knowledge, but it has been raised by the classic undertaking in which it is possible to identify eight dimensions that could be antecedents of the dimensional factors of digital entrepreneurship. It is for this reason that this work is documentary in nature since the studies from 2010 to 2020 are reviewed following the keyword search criteria; "entrepreneurship", "innovation", "usefulness", "compatibility", "ease" or "accessibility" in three search engines: DIALNET, REDALYC and LATINDEX considered as bastions of information for university communities.

Issues Related to The Digital Divide

If Human Development involves the digital inclusion of vulnerable, marginalized or excluded sectors and cyberbullying implies a barrier to inclusion and reduction of the digital divide, then it seems contradictory that the skills and knowledge related to electronic devices and digital protocols serve for Human Development. However, social differences between Internet users are not only transferred to electronic networks, but are also exacerbated as the predominant language is English, or updates require better electronic devices than only those who have the economic resources and the social recognition they could have, although there are underground networks that reduce these differences by creating their own protocols, the differences intensify. However, the skills, knowledge and values that entail the formation of the skills and abilities of cyberpeople

are a means of inclusion that, when disseminated, could reduce the digital gap and exclusion. Mexico occupies a peripheral place in the problem of the digital divide, which consists of the scientific and technological advance of electronic devices with access to academic information. In the area of Internet accessibility, Mexico occupies the last place with respect to other member countries of the Organization for Economic Cooperation and Development (OECD). In contrast, Switzerland, Iceland and Finland have 100% coverage. Regarding Internet penetration, Mexican cities that have between 10 and 49 thousand inhabitants, as well as those that have between 50 and 249 thousand inhabitants, are slightly below the OECD average, but in cities with more than 250 thousand inhabitants penetration is limited. In terms of subscriptions, Mexico ranks fifth among the economies with the fewest Internet subscribers. In this sense, Mexico is not among the countries with the greatest intensive use of electronic devices and their corresponding applications. However, sixth place in terms of electronic commerce is occupied by Mexico, while Iceland occupies the last place with respect to the United States, which consolidated its first place in terms of technology exports and imports. In summary, the problems related to the digital divide and electronic exclusion show that intervention is required between the countries that make up the OECD in order to reduce the gap, promote inclusion and information equity. As the State guarantees digital services, it not only accelerates the process of inclusion and development, but also generates networks of empathy, knowledge, entrepreneurship, innovation and satisfaction that explain the differences with respect to the same OECD countries.

Digital Entrepreneurship Theory

Digital entrepreneurship refers to freedoms and capabilities that precede agents of change. Unlike Internet users who react by saturating the servers in protest against public policies, cyber agents are the ones who 1) establish the topics of dissemination in the media and 2) influence the electorate through the systematic dissemination of their access rights. unrestricted information and privacy of personal data. In this way, digital entrepreneurship is linked to social agency as it promotes change based on the digital skills of Internet users rather than through the use of violence or civil disobedience. Consequently, the establishment of issues related to the public agenda is the result of an inverse process that the media maintained to influence mass societies by attributing stereotypes to social groups, but now in the information society, social networks Communication surpasses the audience levels, but above all they influence the decisions and actions of citizens by establishing an issue on the public agenda that is related to some unfortunate decision of the authorities or rulers. If digital entrepreneurship is the result of public policies that promote the inclusion of citizens in government affairs through digital services, then the Theory of Digital Entrepreneurship would explain two processes: conformity and innovation. If domination and social control is the purpose of a State and its citizens, then the reproduction of conformity and obedience would be two indicators that contrast with the entrepreneurship and innovation characteristic of the transformation of the State and citizen participation in policies. public. These are four areas in which the relationship between State and society generates representations, habitus, fields and capitals from which equity and inclusion, but also inequality and exclusion, are reproduced. The digital divide as a product of domination and social control, conformity and obedience is explained from the power that majority groups exercise over minority groups. In contrast, the global village would involve the dissemination of trust, entrepreneurship, commitment, innovation and satisfaction as central elements of State deregulation and citizen participation, but as a scenario that promotes perceptions of compatibility, usefulness and self-efficacy that are determinants in relationships. of domination such as peer harassment. In this way, the Theory of Digital Entrepreneurship explains the emergence of information agents, political cyber actors, Internet users and electronic devices that can widen or reduce the digital divide itself, which would be indicated by equity and inequality, inclusion and exclusion, conformity and innovation, domination. and liberation, control and deregulation, obedience and disobedience. Also, the Theory of Social Entrepreneurship would anticipate the emergence of new agents, actors and subjects as electronic devices evolve, innovation intensifies and risks increase.

State Of Knowledge Regarding Cyberbullyng as A Factor of Digital Exclusion

If the definition of cyberbullying and empirical testing with other variables in a period from 2010 to 2014 are considered, returned by a search in Radalyc, Latindex, Dialnet, the main data references in Spanish for Latin America, then the psychological studies of cyberbullying (see Figure 3) have demonstrated the direct, positive and significant effect of the perception of usefulness on harassment, aggression or violence on the Internet or social networks.

Cyberbullying, understood as a deliberate, treacherous and systematic aggression by a group or individual on another group or individual in a defenseless situation (see table 7), has been explained based on differences between ethnic groups (Campbell and Smalling, 2013; Kupczynski, Mundi and Green, 2013) , differences by sex (Elizalde, 2010; León et al., 2011; Buelga and Pons, 2012) , differences by pairs (Quintana et al., 2012; Romera, Rey and Ortega, 2011) , differences between aggressors, bystanders and victims (García et al., 2011; Mendoza, 2011; 2012; Valdés, Yañez and Martínez, 2013), by type of harassment (Martínez, and Reilly, 2013) , differences by socialization (Garaigordobil, and Oñederra, 2010), by use of devices (García et al., 2010) and by speeches (Gómez, 2013) . However, cyberbullying has not been explained from perceptual variables. Although the relationships between the perceptual variables used would explain cyberbullying, it is necessary to consider one more perceptual factor, namely: the perception of harassment. If cyberbullying refers to a series of actions that intimidate or ridicule the use of a technology by defenseless individuals or groups, then the perception of harassment would refer to those symptoms that users of a technology present when interacting with other users. that are perceived as threats that affect the adoption of a technology or in any case encourage the development of skills and knowledge for the self-defense of a victim of cyberbullying or the intensification of harassment by an aggressor.

State Of Knowledge Around Digital Entrepreneurship

Psychological studies of entrepreneurship warn that the perception of opportunity, derived from digital services that the State manages or citizens self-manage, is indicated by capacity, opportunism, commitment, propensity, innovation, confidence, motivation and dedication. By influencing educational and organizational systems, Information and Communication Technologies (ICT) foster the development of perceptions of usefulness that are directly related to decisions of production, management and reproduction of knowledge (Zamiri, Mahamed and Baqutayan, 2012). Learning software involves not only expectations of benefits and gains, but is also accompanied by the generation of a climate of trust and commitment within the learning group. However, the intensive use of ICT requires technical support since it mostly involves devices that require constant maintenance. That is why the perception of usefulness increases when the technological device or software is supported by expeditious and efficient technical support (Zaidel and Zhu, 2010). When technical support is inefficient, the perception of technology usefulness is associated with the perception that technologies and teaching and learning processes are independent and that intensive use of a device or software does not significantly increase classroom instruction. In contrast, those users who consider technical support essential for the use of technologies assume that the service must be expeditious since it implies losses and costs that can be eliminated if the maintenance of the devices were carried out constantly. Because in educational systems instructors determine the use of devices and software based on their relationship with students rather than technical support, this means that intensive use of technologies is often interrupted due to lack of maintenance (Bakabulindi, 2012). In such a situation, instructors develop perceptions of risk that gradually replace perceptions of usefulness. Uncertainty, risk and insecurity are factors that affect satisfaction in the use of the electronic device or software (Sharma and Abrol, 2011). In this sense, the profitability of a technological or electronic system is understood as one that reduces costs and maximizes benefits in terms of investment, time and maintenance of the system. However, even though organizations are exposed to contingencies, decision makers see in chaos opportunities for development from the implementation of information technologies. The decisions that will affect the work environment are subject to perceptions of usefulness in management (Wang and Huynh, 2013). Precisely, it is these expectations of opportunity that encourage the acceptance, adoption, purchase and implementation of devices or software in transnational companies. By associating perceptions of usefulness with privacy and security, they determine the adoption of the technology, the corresponding maintenance and the updating that it implies (Jalal, Marzooj and Nabi, 2011). In cases in which the handling of personal data involves the perception of risk due to the mishandling that may occur of personal information, credibility and privacy are determining factors of the electronic capture of personal data. In reference to the perception of control, the perceived capacity and the ease of use perceived at the time of training, coaching or induction to become familiar with the technology, the perception of usefulness determines, through the three perceived skills, the use of the device. electronic (Kotaman, 2010). This is because users are motivated to use technologies because they develop perceptions and skills in their intensive use. As users guide these skills according to their objectives, meet their goals and disseminate their achievements in their work team, trust, commitment and satisfaction will determine efficiency, effectiveness and effectiveness, forming a virtuous and innovative circle (García, Carreón, Hernández , Bustos, Morales and Limón, 2013).

However, when it comes to the adoption, purchase and consumption of a technology, the accessibility of the device rather than its ease of use, control or manipulation determines the implementation of the technology (Ramayah and Ignatius, 2010). Because technology is constantly changing, the inclusion of multiple functions generates helplessness or ambivalence in those users who perceive these rapid changes as barriers in their attempt to update and specialize in technology. In the case of helplessness, users who do not adapt to technological changes at the pace they dictate end up rejecting their use. In the case of ambivalence, this is observed in those users who have positive attitudes towards electronic devices, but their use means a greater cost than benefit since without them the results vary to a lesser degree than with their implementation. Both cases of helplessness and ambivalence are explained by the relationship that perceptions have with beliefs, attitudes, decisions and behaviors (Tekeher, 2013). It is an automatic or linear, improvised or deliberate, spontaneous or planned, unsystematic or systematic relationship in which:

- Risk perceptions determine general beliefs, unfavorable attitudes, heuristic decisions and unforeseen actions. O well:
- Perceptions of usefulness affect specific beliefs, favorable attitudes, planned decisions, and systematic actions.

Although the two processes explain the acceptance or rejection of a technology, when the perception of usefulness is associated with sociodemographic factors such as sex, age, occupation and income, they predict resistance to change or updating the technology (Mutengezanwa and Fungai, 2013).). Older microentrepreneurs resist the use of electronic money while professionals with incomes greater than 10 thousand dollars are more inclined to intensive use of technologies that are constantly updated. In the case of digital financial protocols, an indicator of economic and sustainable development, updating software in order to guarantee the security of investors generates uncertainty, risk, dissatisfaction and insecurity that inhibits alliances between transnationals and SMEs in local markets. or, the internationalization of SMEs through multinationals in the global market. However, compatibility appears to have a greater influence on technology acceptance (Di Russo and Douglas, 2013). Users who have accepted other technologies associated with the one they intend to adopt are closer to their consumption compared to those who have not been users of any technology linked to the one they intend to acquire. Indeed, technological services and products are not only devices or software that are updated according to market demands, but are also part of networks of technologies that innovate and transform the lifestyles of users. In this sense, the technology that has been adopted generated sufficient confidence in users to acquire a device or related software. In organizations, trust in technology as well as in work groups is essential for achieving goals (Hsuan, Hsu, Shan and Ming, 2013). This is a process in which users can select a technology that will enhance their performance. If users perceive a high degree of usefulness in the technology, then they approach a climate of trust that will disseminate in work groups,

technology providers, and clients. In contrast, those users who have had unfavorable experiences with some technology inhibit the selection of other related technologies. This is how accessibility, compatibility, usefulness, trust, commitment, performance, satisfaction are part of an organizational and technological process in which electronic devices or software are considered as instruments for achieving goals, planning, quality control, management. of knowledge and innovation. These are digital ecosystems in which users, managers, suppliers, clients and technologies are immersed in perceptual, emotional, attitudinal, motivational and intentional environments (Wiedmann, Hennings, Varelmann and Reeh, 2010). Underlying these digital ecosystems is trust in users or technological devices as an organizational dilemma. Both are fundamental for the development of the digital ecosystem, but only trust in users generates commitment. In contrast, trust in technology affects performance and satisfaction. When it comes to electronic devices, intensive use is linked to user satisfaction (Sago, 2013). An increase in the frequency and hours of use leads to an increase in levels of satisfaction with the technology. It is a compatibility between technology and the user's lifestyle since in their daily activities, technology allows them greater comfort, entertainment, performance or satisfaction. In fact, the intensive use of a technology is related to the lifestyle of the users since, the greater the number of hours in which a technology is used, the needs and expectations adjust to the changes experienced by the electronic device or computer software. (Ruíz, Sanz and Tavera, 2010). However, this relationship between perceived compatibility and the use of technology, being mediated by attitudes towards technology, reduces its predictive power since the categorization of devices assumes the reasoned, planned and systematic acceptance of the technology. This implies prior knowledge about the possibilities of technology, which does not always correspond to lifestyles.

Precisely, the formation of attitudes towards technology implies the emergence of perceptions related to the quality of electronic devices (Almahamid, McAdmas, Kalaldeh and Alsa, 2012). When users perceive the usefulness of technology in improving their performance, perceived quality often emerges as a mediating factor that regulates job expectations and guides skills towards a certain product or service. Although the perceived quality selects the usefulness of the technology, it is the perception of effectiveness that determines the usefulness of said technology (Ramírez, Rondán and Arenas, 2010). In this sense, users develop expectations not only of improvement in their functions, but also of the possible results that they can obtain by accepting a certain technology. Because effectiveness refers to the difference between the expected objectives and the results obtained in work groups, social influence underlies as a determinant of technology adoption (Kabeer and Muhammad, 2013). A decrease in the values of the expectations of the members of a work group affects the perception of the usefulness of the technology. Similarly, in the case of risk perception, when derived from group expectations, it also regulates the relationship between usefulness and the decision to use a technology. The perceived effectiveness, expected usefulness, expectations of ease of use and control of the technology, as well as attitudes, intentions and uses are aimed at user satisfaction (Thiruchelvi and Koteeswari, 2013). It is a virtuous circle in which perceptions increase as the technology produces user satisfaction or generates trust, commitment and innovation in work groups. That is, the intensive use of technology not only makes it compatible with an individual or group lifestyle, but also modifies its social appropriation. The relationship between individual and technology entails two perceptions of usefulness and ease of use that will influence attitudes, intentions and behaviors. At the individual level, the effects of intensive use of technology can extend to groups. In the case of communities or societies, the perceived usefulness when associated with sociodemographic, socioeconomic and sociocultural variables offers the possibility of explaining the conflict and social change that the acceptance of technology entails (Torres, Robles and Molina, 2011). In the first case, social conflict is observable in the resistance to technological change since societies were guided by a dominant social paradigm in which technologies were not necessary for daily or productive activities. The advent of ICT led to a social conflict that led to the acceptance of technology and with it a New Technological Paradigm, the main indicator of social change. The

acceptance of information and communication technologies could have been due to compatibility or usefulness, but it was scalability understood as the inclusion of other technologies in a single one that determined the increase in sales of electronic devices (San Martin and López, 2010). As technologies merged and included other services, portability emerged as another added value of ICT. The inclusion of several technologies in a single device was not enough; it was essential that the companies in charge of offering digital services could compete openly without restrictions (Pepper, Aiken and Garner, 2011). This is why portability, understood as the ability of a technology to be managed by more than one company, enhanced the acceptance of mobile and electronic devices, as well as virtual social networks. It is about the adaptation of the technology to the lifestyle of the users, or to other information technologies. When there is information adequacy, technology investment decisions intensify (Shaheen, 2010). On the contrary, distrust is the factor that inhibits investments since it implies an inadequacy of information. The available information is insufficient for decision making, or it is biased information that requires investment in higher cost devices and uncertain benefits. This implies that the technology is not flexible with the environment in which it is used. Organizations that are characterized by flexible management styles and innovative collaborative networks often adopt flexible technologies that allow them to carry out multiple functions and this quality determines investment in human capital (Mehra and Omidian, 2010). The technology that will allow you to enhance your skills, knowledge and values is that which prevents traffic or loss of information. In summary, psychological studies of technology acceptance have focused on perceptions of usefulness, effectiveness, control and quality, as well as attitudes and intentions, which are considered determinants of the intensive use of electronic devices. Users develop technological skills that allow them to increase their performance as long as there is a deliberate, planned and systematic process. This implies the formation of collaborative groups with climates of trust, commitment, innovation and satisfaction. In this sense, the relationship between user and technology is determined by processes of compatibility, flexibility, scalability, portability, credibility and privacy that make the adoption of a technology and its eventual use more feasible. However, when the relationship between user and technology is ambiguous and uncertain, there is underlying risk perception, unfavorable attitudes towards technology and intentions to resist change that promote helplessness or ambivalence. When psychological variables are associated with sociological factors such as age, sex, occupation or income, they explain individual and group situations that can be extended to the diagnosis of an organization, community or society. In this sense, a model of dependency relationships would be relevant for the diagnosis of a social group that intensively uses ICT with emphasis on electronic and virtual social networks. In summary, studies related to digital entrepreneurship show that perceptions of compatibility, usefulness and ease of use are essential to explain the process of adoption, acceptance and intensive use of technologies. In reference to the Theory of Digital Entrepreneurship, the state of knowledge warns that opportunism could explain the asymmetries between Internet users and cybergroups when establishing relationships of power and influence where domination and social control would be associated with a perception of risk that would affect conformity, or perceptions of usefulness that would determine minority innovation. However, while studies related to digital entrepreneurship warn that electronic protocols and devices, as well as competencies, are essential for establishing topics on a virtual public agenda, theoretical and conceptual frameworks have developed models to explain the establishment of a virtual public agenda. virtual public agenda. Theories have advanced towards the relationship between skills and innovations, ignoring social entrepreneurship and reducing it to the mere administration of a cyberblog. Within the framework of the transformation of the State, the deregulation of the risks derived from information and communication technologies, as well as the right to information and privacy, digital entrepreneurship would be made up of dimensions of affectivity rather than rationality, since Once the economic bias has been removed, entrepreneurship would be the exercise of the freedoms, capabilities and responsibilities that transform the Internet user into an agent of social and digital change.

Specification Of Relationships Between the Determinants of Digital Entrepreneurship

The specification of a model involves the explanation of relationships between variables that, when interacting, can be correlated with a third variable. Or, the specification may refer to the dimensions that make up a construct or latent variable from which it is intended to explain the emergence of an unprecedented process such as the case of digital entrepreneurship. In this way, a model of reflective dimensions assumes that each of the indicators is linked to each other by the influence of a common process or factor that is also emergent. The model would include those most cited variables, although the specifications of other models would also have a place in the explanatory logic of the use of electronic social networks. Indeed, perceptions of control, efficiency, usefulness and risk would interrelate with attitudes, intentions and use of technology to explain satisfaction. In this network of relationships, the sociocultural variables related to norms, beliefs and values, the socioeconomic and demographic variables such as sex, age, occupation, income and marital status, as well as the organizational variables referring to compatibility, flexibility, scalability, portability, credibility and privacy would be excluded. This is because the model explains the rational, deliberate, planned and systematic processes that underlie users and technologies. However, since satisfaction with technology and perceptions of control and risk are constructs, that psychological studies have not established empirically, the model of specified dependency relationships only included perceptions of efficiency and usefulness as exogenous constructs that directly affect the use of technology as well as indirectly through mediating variables such as attitude towards technology and intention to use. The model includes nine hypotheses considering the direct and indirect relationships between perceptions and use of technology. In this way, the interrelation between the perception of efficiency and the perception of usefulness would directly and indirectly determine the intensive use of technology (hypothesis 1). Consequently, the expectations of efficient functioning from the adoption of the technology would directly affect its intensive use (hypothesis 2). Or, the perception of efficiency in influencing decisions to adopt electronic devices increases its predictive power over the use of technology (hypothesis 4). Similarly, expectations of improvement by impacting electronic consumption decisions would determine the use of technology (hypothesis 5). Now, when efficiency expectations increase due to the adoption of a technology, they produce categories that will influence consumption decisions and these will influence the use of the technology (hypothesis 6). Likewise, the expected benefits from the use of a technology generate favorable attitudes towards its acceptance decisions and these will improve the use of the technology (hypothesis 7). However, the use of technology could be due to the fact that consumers simply categorized a device as favorable for achieving their goals, or the use of a technology could be due to the fact that acceptance decisions had an emotional origin (hypothesis 8). That is, technology as a product or service is susceptible to being promoted as an object of desire and it is from this phenomenon that consumers accept, buy, adopt and use technology.

Discussion

The present work has exposed the problem of the digital divide to insert itself into the discussion of the topic and to review the theoretical and conceptual frameworks, as well as the most recent findings with the purpose of proposing a model of reflective relationships for the study of entrepreneurship with emphasis in the perception of opportunity, a predominant factor in the documentary review. However, digital entrepreneurship, unlike social entrepreneurship, involves perceptions of opportunity focused on electronic devices rather than trust. In this sense, it is necessary to study the impact of technological advances on the lifestyles of Internet users, their capabilities and use decisions. As research specializes, it will be possible to anticipate scenarios in which Human Development will be the result of the undertaking of civil or citizen cyberspheres rather than the regulation and administration of the State since the transculturality and transterritoriality of the Internet implies a digital government that ensures the same principles of freedom, justice and equity. However, studies related to digital entrepreneurship, in its intensive use field, show that perceptions of compatibility, usefulness and ease are

determinants of asymmetric relationships between cyber users and with it asymmetries. This is because social exclusion seems to be reproduced on the Internet, but it is the information processing capabilities based on the evolution of technology that would explain the digital divide between Internet users themselves. The difference between Internet users and cyber agents lies not only in their capabilities or competencies, but in the opportunities and freedoms that the State restricts by monitoring digital protocols, or deregulates by allowing the violation of privacy. According to the theoretical and conceptual frameworks, the adoption of the Internet entailed risks that users decided to take when compared with the informational and communicative benefits. In contrast, the state of knowledge warns that cyberbullying is the main factor of exclusion, thereby reducing the problematization of electronic devices and digital skills that exacerbate digital gaps in the same users of the same generation. Consequently, a model was proposed to correct the discrepancies between theories, models and studies related to social entrepreneurship. In this specification of relationships, cyberbullying is only considered an indicator of the digital divide, although eight dimensions are proposed for the study of a factor associated with entrepreneurship, the perception of opportunity should have more dimensions that relate to the use of electronic devices. and the development of skills for the harassment of users who are unaware of their digital civil rights.

However, the digital divide will not be reduced only with the promotion of rights on the Internet, but with the transformation of protests or electronic demonstrations with the development of skills and knowledge that allow not only to react to exclusion, but also to promote equitable relationships and not discriminatory between users of the same network or electronic protocol. That is, it is necessary to train the victims of cyberbullying to increase their self-esteem, but also to perfect their capabilities that allow them to build virtual scenarios of respect and solidarity, commitment and empathy towards those who do not have the computer skills or digital capabilities that the society of information demands day by day. Empirical testing of the specified model will allow progress toward predicting violent and aggressive lifestyles, as well as comparing devices that facilitate empathy, commitment, and satisfaction without users being confrontational. The present work has systematized the state of knowledge focused on establishing differences between ethnic groups, sexual groups, peers, aggressors, spectators, victims, or differences in terms of socialization; devices or speeches regarding cyberbullying. However, these findings have contributed to the discussion around Human Development as a scenario in which perceptions of usefulness, self-efficacy and compatibility are inherent to the differences between groups and the socialization of devices and discourses. As the differences are exacerbated between the groups, a debate emerges around the perceptual factors that make them different in the face of the requirements of Human Development focused on the formation of human capital and that would have a direct consequence of the differences found in cyberbullying. in the literature review. However, the state of knowledge does not establish a link between group differences with respect to observed differences in device socialization and corresponding discourses. For this reason, it is necessary to carry out a study regarding the differences between groups and the differences in the uses of technologies. In this process, perceptions of usefulness, self-efficacy and compatibility will clarify the connection between groups and devices in academic training. It is likely that the differences between groups allow us to anticipate perceptual differences and device use, but it could happen that in symmetrical groups, perceptions of usefulness, self-efficacy and compatibility generate or at least exacerbate the observed differences. If perceptions are determinants of the differences between groups and the uses of technologies, then it will be possible to anticipate the emergence of cyberbullying no longer as a group phenomenon, but as a phenomenon in which electronic devices generate perceptions that exacerbate harassment among peers or disparate

Conclusion

The contribution of this work to the theoretical and conceptual frameworks, as well as to the findings reported by the state of knowledge, lies in the proposal of a model for the study of exclusion and digital divide, or, the construction of a global digital village. in which entrepreneurship and innovation would be its predominant indicators. However, the model

does not include technological and organizational variables that allow us to anticipate differences between users not based on their skills and knowledge, but rather based on the resources they have and the groups to which they belong. This work has exposed the theoretical, conceptual and empirical axes of cyberbullying around which human development has been considered as a scenario of opportunities, perceptions and capabilities. This trident explains to a large extent the relationship between users and technology when establishing asymmetric relationships. The theoretical frameworks reviewed present cyberbullying as a consequence of the compatibility between aggressive lifestyles and information technologies that enhance bullying among peers. The asymmetric relationships that develop in social networks imply the emergence of information technologies that facilitate anonymity and encourage the diversification of attacks. The Internet is a scenario in which opportunities and capabilities converge, factors that allow us to understand cyberbullying as a particular phenomenon of social networks whose impact on perceptions focuses attention on the individual and the devices they are capable of using for aggressive purposes. In relation to the study by Carreón and García (2013) in which violence is understood as a preponderant factor in the transformation of public security into perceptions of insecurity, the present work has expressed that electronic devices accelerate the transformation in question. This is because violence, according to the study cited, derives from the asymmetric relationship between authorities and citizens. Indeed, violence, being the result of perceptions related to social exclusion, implies a dissemination of beliefs, attitudes, decisions and behaviors in technological fields such as the Internet and social networks. However, theories, concepts and findings are still focused on presenting cyberbullying as a psychological state between victim and aggressor. This is how the review of variables alluding to the impact of ICTs on lifestyles highlights perceptions as the determinants of the adoption of an electronic device, the main instrument of aggression against Internet and social network users.

In this way, Human Development is not only a scenario of asymmetric relationships that lead to violence and aggression, it is also an area of perceived usefulness in which technologies and devices become instruments of harassment.

Cyberbullying in reference to human development implies:

Opportunities, technologies and capacities to reproduce the asymmetric relationships that develop in everyday life. In this sense, harassment, aggression and violence on the Internet and social networks indicate the convergence of electronic devices and computer skills used to exacerbate the differences between aggressors and victims. Theories, concepts and findings that explain asymmetric relationships between Internet users. In this way, the profile of the aggressor on social networks seems to have a perception of usefulness that activates perceptions of ease, attitudes, intentions and behaviors of harassment of users who do not perceive the usefulness of the networks for their defense, or have not learned given the strategies that allow them to inhibit harassment, report attacks or prevent violence. The Internet and social networks as potential scenarios for harassment, aggression and violence since these technologies inhibit loneliness with the continuous and permanent interaction of users.

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