



Digital Entrepreneurship and Platform Based Value Creation in Developing Countries: The Role of Digital Platform Capabilities and Innovation Capabilities

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Abstract. Digital transformation has fundamentally changed value creation mechanisms in entrepreneurial activities, particularly through the emergence of digital platforms that facilitate interactions among entrepreneurs, customers, and various actors within business ecosystems. This study aims to examine the effect of digital entrepreneurship on platform-based value creation in emerging economies by considering digital platform capability and innovation capability as important mechanisms influencing digital value generation processes. This research employs a quantitative approach using a survey method involving 240 entrepreneurs and small and medium-sized enterprise owners who actively utilize digital platforms in their business activities. The collected data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS to examine the relationships among the proposed research constructs. The findings reveal that digital entrepreneurship has a positive and significant effect on digital platform capability, indicating that entrepreneurs' abilities to identify digital opportunities, adopt technologies, and develop digital business models enhance their capacity to utilize digital platforms effectively. Furthermore, digital platform capability demonstrates a significant positive influence on platform-based value creation, suggesting that effective platform management enables entrepreneurs to generate value through digital networks, user interactions, and ecosystem collaboration. The study also confirms that digital entrepreneurship directly contributes to platform-based value creation, while innovation capability strengthens the relationship between digital platform capability and value creation outcomes. These findings contribute theoretically by integrating digital entrepreneurship theory, platform ecosystem theory, and dynamic capability perspectives to explain value creation processes in digital economies. Practically, this research provides implications for entrepreneurs, digital platform providers, and policymakers by emphasizing the importance of strengthening digital capabilities, innovation capacity, and supportive digital ecosystems to maximize entrepreneurial opportunities in emerging economies.

Keywords: Digital Entrepreneurship; Digital Platform Capability; Emerging Economies; Innovation Capability; Platform Based Value.

1. BACKGROUND

Digital transformation has fundamentally reshaped the way individuals, organizations, and societies create and capture economic value. The rapid advancement of digital technologies, including artificial intelligence, cloud computing, big data analytics, mobile technologies, and digital platforms, has created new opportunities for entrepreneurial activities beyond traditional geographical and resource constraints. In this context, digital entrepreneurship has emerged as a contemporary form of entrepreneurship that leverages digital technologies as essential mechanisms for identifying opportunities, developing innovative business models, engaging customers, and generating economic and social value (Nambisan, 2017; Kraus et al., 2019). This phenomenon has become particularly significant in emerging economies, where digital technologies provide alternative pathways to overcome structural challenges such as limited access to capital, restricted market opportunities, and weak traditional business infrastructures.

Emerging economies have experienced substantial growth in digital technology adoption, driven by increasing internet penetration, mobile connectivity, and the expansion of digital platforms. Digitalization enables entrepreneurs, particularly small and medium-sized enterprises (SMEs), to access broader markets, reduce transaction costs, improve operational efficiency, and develop new forms of customer engagement (Sussan & Acs, 2017; Autio et al., 2018). Unlike traditional entrepreneurship models that often require substantial physical resources, digital entrepreneurship allows individuals and firms to exploit opportunities through technological infrastructures that facilitate rapid experimentation, scalability, and network-based growth. Nevertheless, despite these opportunities, entrepreneurs in emerging economies continue to face significant challenges, including limited digital capabilities, technological inequalities, institutional uncertainty, and insufficient ecosystem support (George et al., 2021).

One of the most influential developments within the digital economy is the emergence of platform-based business models. Digital platforms, including online marketplaces, financial technology applications, social networks, and service platforms, have transformed conventional value creation processes from linear value chains into dynamic ecosystem-based structures. In platform ecosystems, value is no longer generated solely by a focal firm but emerges through interactions among multiple stakeholders, including producers, consumers, technology developers, complementors, and community participants (Parker et al., 2016; Tiwana, 2014). Therefore, competitive advantage in the digital economy increasingly depends on an organization's ability to orchestrate networks, facilitate interactions, and mobilize external resources.

Within emerging economies, platform-based models represent an important mechanism for expanding entrepreneurial opportunities. Digital platforms enable entrepreneurs with limited resources to participate in broader markets, access customer information, develop innovative solutions, and establish business relationships without requiring extensive physical infrastructure (Nambisan et al., 2019). Furthermore, platforms serve as innovation ecosystems where various actors collaboratively contribute knowledge, resources, and capabilities to create new forms of economic value (Bogers et al., 2019). This suggests that platform-based value creation is not merely a technological phenomenon but a socio-economic process involving complex interactions among entrepreneurial actors, institutions, and digital infrastructures.

However, existing literature on digital entrepreneurship remains predominantly concentrated in developed economies characterized by advanced technological capabilities, mature digital infrastructure, and supportive institutional environments. Consequently, limited understanding exists regarding how digital entrepreneurs in emerging economies utilize

platforms to create and capture value under conditions of institutional complexity, resource constraints, and market uncertainty. Emerging economies differ significantly from developed contexts due to fragmented markets, uneven technological capabilities, regulatory challenges, and persistent digital divides (Cavallo et al., 2019). These contextual differences indicate that theories developed in advanced economies may not fully explain the mechanisms through which digital entrepreneurship generates value in developing contexts.

Previous studies have also primarily examined digital entrepreneurship from the perspective of technology adoption, digital transformation, or innovation performance, while the mechanisms through which entrepreneurs leverage digital platforms for value creation remain insufficiently explored (Kraus et al., 2022). Digital platforms should not be viewed merely as distribution channels but as strategic infrastructures that enable entrepreneurs to develop networks, integrate resources, experiment with new business models, and create scalable solutions. Therefore, understanding platform-based value creation requires a more comprehensive perspective that considers both entrepreneurial capabilities and ecosystem-level interactions.

The digital entrepreneurial ecosystem perspective provides valuable insights into how digital entrepreneurship develops through interactions among entrepreneurs, technology providers, investors, policymakers, institutions, and users (Sussan & Acs, 2017). Within this ecosystem, digital platforms function as coordinating mechanisms that enable resource exchange, knowledge sharing, and opportunity development. The ability of entrepreneurs to benefit from platforms depends not only on access to technology but also on their capabilities to integrate digital resources, innovate continuously, build relationships, and adapt to environmental changes (Warner & Wäger, 2019). Thus, platform-based value creation represents a multidimensional phenomenon involving technological, organizational, and institutional dimensions.

Furthermore, the increasing importance of platform economies raises critical questions regarding why some entrepreneurs successfully generate sustainable value from digital platforms while others fail to achieve similar outcomes. The differences may be explained by variations in digital capabilities, innovation capabilities, entrepreneurial orientation, ecosystem participation, and institutional support. While digital platforms provide opportunities for market expansion and innovation, entrepreneurial success depends on the ability to strategically utilize platform resources and transform digital interactions into valuable economic outcomes.

Therefore, this study aims to investigate how digital entrepreneurship contributes to platform-based value creation in emerging economies. Specifically, this research seeks to extend existing digital entrepreneurship literature by examining the mechanisms through which entrepreneurs utilize digital platforms as instruments for innovation, collaboration, and value generation. Theoretically, this study contributes by integrating perspectives from digital entrepreneurship, platform economy, and entrepreneurial ecosystem literature to provide a more comprehensive understanding of value creation in digitally enabled markets. Practically, the findings offer insights for entrepreneurs, digital platform providers, and policymakers in developing strategies to strengthen digital ecosystems and promote inclusive economic growth. Overall, investigating digital entrepreneurship and platform-based value creation in emerging economies is increasingly relevant as digital technologies continue to transform global economic structures. Beyond creating new business opportunities, digital platforms are reshaping how value is produced, distributed, and captured across industries. A deeper understanding of these processes can provide valuable insights into how entrepreneurs in emerging economies leverage digital transformation to enhance competitiveness, overcome structural limitations, and contribute to sustainable economic development.

2. THEORETICAL STUDY

Digital entrepreneurship represents an evolution of traditional entrepreneurship that is fundamentally shaped by the emergence of digital technologies as key enablers of opportunity creation, innovation, and business transformation. Unlike conventional entrepreneurship, which primarily relies on physical resources, market structures, and traditional value chains, digital entrepreneurship emphasizes the utilization of digital technologies to identify opportunities, develop innovative solutions, establish new business models, and create economic value (Nambisan, 2017). Digital technologies have transformed entrepreneurial processes by enabling greater scalability, flexibility, experimentation, and connectivity among market participants. Nambisan (2017) conceptualizes digital entrepreneurship through three interconnected components: digital artifacts, digital platforms, and digital infrastructure. Digital artifacts refer to digitally enabled products, services, or resources that can be created, modified, and distributed through technological systems. Digital platforms provide technological environments that facilitate interactions among multiple stakeholders, while digital infrastructures represent the broader technological foundation supporting entrepreneurial activities. These characteristics distinguish digital entrepreneurship from traditional entrepreneurship by enabling more open, distributed, and collaborative processes of

opportunity development. Within emerging economies, digital entrepreneurship has become increasingly important because digital technologies provide alternative mechanisms for overcoming structural limitations, including restricted access to financial resources, limited market reach, and insufficient business infrastructure. Through digital platforms and online ecosystems, entrepreneurs can access customers, suppliers, and knowledge resources beyond their geographical boundaries (Sussan & Acs, 2017). Therefore, digital entrepreneurship represents not only a technological phenomenon but also a pathway for economic inclusion and entrepreneurial empowerment. However, successful digital entrepreneurship requires more than technological adoption. Entrepreneurs must possess the capabilities to recognize digital opportunities, integrate technological resources, develop innovative solutions, and transform digital interactions into sustainable business value (Kraus et al., 2019). Consequently, digital entrepreneurship theory emphasizes the interaction between technological affordances, entrepreneurial capabilities, and environmental conditions as fundamental determinants of entrepreneurial outcomes.

The emergence of the digital economy has shifted business models from traditional linear value chains toward platform-based ecosystems. Digital platforms are technological infrastructures that enable interactions and exchanges between multiple groups of users, including producers, consumers, developers, and complementary service providers (Parker et al., 2016). Unlike traditional firms that primarily create value through internal activities, platform-based organizations generate value by facilitating interactions and coordinating resources among ecosystem participants. According to Tiwana (2014), platform ecosystems consist of three essential elements: the platform core, complementors, and users. The platform core provides the technological foundation that enables interactions, complementors develop complementary products and services, and users participate in value exchanges within the ecosystem. The interaction among these components generates network effects, which represent a critical source of competitive advantage in digital markets. Platform ecosystems fundamentally change the nature of value creation because value emerges from collective participation rather than solely from the activities of a focal organization. Therefore, platform owners must develop ecosystem orchestration capabilities to coordinate participants, maintain technological compatibility, and encourage continuous innovation (Gawer, 2021). Effective ecosystem management enables platforms to expand their user base, enhance innovation capacity, and achieve sustainable competitive advantages. In emerging economies, digital platforms provide significant opportunities for entrepreneurial development by reducing market entry barriers and enabling small firms to participate in broader economic networks.

Entrepreneurs can utilize platforms to access customers, conduct transactions, collect market information, and develop new business opportunities without requiring substantial physical investments (Nambisan et al., 2019). However, platform adoption and value generation remain influenced by contextual challenges, including digital inequality, institutional limitations, technological capabilities, and regulatory uncertainty (George et al., 2021). Therefore, platform economy theory provides an important foundation for understanding how digital entrepreneurship operates within emerging markets. It highlights that value creation is not only determined by individual entrepreneurial actions but also by the structure, governance, and dynamics of digital ecosystems.

Value creation is a fundamental concept in strategic management, entrepreneurship, and business model research. Traditionally, value creation was viewed as an internal organizational process where firms transformed resources into products or services that generated benefits for customers. However, digital transformation has expanded this perspective by emphasizing interactive, network-based, and collaborative processes of value generation (Vargo & Lusch, 2016). The service-dominant logic perspective argues that value is not exclusively produced by firms but is co-created through interactions between organizations and customers (Vargo & Lusch, 2008). Customers increasingly become active participants who contribute knowledge, feedback, data, and innovation inputs. This perspective is particularly relevant in digital environments where online communities, social networks, and platform interactions enable continuous collaboration between producers and users. Digital platforms strengthen value creation mechanisms by facilitating multi-sided interactions among diverse actors. For example, digital marketplaces generate value not only through transactions but also through customer data, reputation systems, user communities, and complementary innovations (Zhu & Iansiti, 2019). Thus, value creation in digital ecosystems is dynamic, relational, and continuously evolving. For digital entrepreneurs, the ability to create value through platforms represents a critical strategic capability. Entrepreneurs must understand user needs, utilize digital information, develop innovative solutions, and adapt rapidly to changing market conditions (Warner & Wäger, 2019). Consequently, platform-based value creation provides a theoretical foundation for explaining how digital ventures achieve growth, competitiveness, and sustainability.

The entrepreneurial ecosystem perspective emphasizes that entrepreneurial activities are embedded within broader social, institutional, and economic environments. Entrepreneurship does not occur independently but is shaped by interactions among multiple actors, including entrepreneurs, governments, financial institutions, universities, markets, technology providers,

and communities (Stam, 2015). In digital contexts, entrepreneurial ecosystems have evolved into digital entrepreneurial ecosystems characterized by the integration of technological infrastructure, digital actors, online communities, and institutional support mechanisms. Sussan and Acs (2017) argue that digital entrepreneurial ecosystems consist of four interconnected elements: digital users, digital infrastructure, digital entrepreneurs, and digital governance institutions. These elements collectively influence how entrepreneurs identify opportunities and create value in digital markets. For emerging economies, entrepreneurial ecosystems are particularly important because they provide mechanisms for overcoming resource constraints. Digital platforms allow entrepreneurs to access external knowledge, networks, customers, and complementary resources that may not be available within their immediate environment (Autio et al., 2018). Therefore, ecosystem participation becomes a critical factor influencing the success of digital entrepreneurship. This perspective suggests that digital entrepreneurial success should not be understood solely from an individual capability perspective but also through the broader ecosystem conditions that facilitate or constrain entrepreneurial activities.

Dynamic capability theory explains how organizations adapt, renew, and transform their resources in response to rapidly changing environments. Teece (2018) argues that organizations achieve sustained competitiveness by developing capabilities to sense opportunities, seize emerging possibilities, and transform organizational resources. In digital environments, dynamic capabilities become increasingly important because technological changes continuously reshape markets, customer expectations, and competitive structures. Warner and Wäger (2019) identify three major digital transformation capabilities: digital sensing capability, digital innovation capability, and digital transformation capability. These capabilities enable organizations to identify technological opportunities, develop innovative digital solutions, and redesign business processes. For digital entrepreneurs operating in emerging economies, dynamic capabilities are essential for navigating uncertainty and resource limitations. Entrepreneurs with strong adaptive capabilities are better positioned to exploit digital platforms, respond to market changes, and develop innovative value propositions. Therefore, dynamic capability theory complements digital entrepreneurship theory by explaining why some entrepreneurs successfully leverage digital technologies while others fail to achieve sustainable outcomes.

Based on the reviewed theories, digital entrepreneurship and platform-based value creation in emerging economies can be understood as an interconnected phenomenon involving technological capabilities, ecosystem relationships, and strategic adaptation. Digital entrepreneurship theory explains how entrepreneurs identify and exploit technology-enabled

opportunities, platform ecosystem theory explains how value emerges through multi-actor interactions, value creation theory explains the mechanisms of economic benefit generation, entrepreneurial ecosystem theory highlights the importance of contextual support, and dynamic capability theory explains organizational adaptation in uncertain digital environments. The integration of these theoretical perspectives provides a comprehensive foundation for examining how digital entrepreneurs utilize platforms to create sustainable value, particularly within emerging economies where technological opportunities coexist with institutional and resource-related challenges. This theoretical approach moves beyond a purely technology-centered perspective by emphasizing the interaction between entrepreneurs, platforms, ecosystems, and capabilities.

3. RESEARCH METHODS

This study employs a quantitative approach with an explanatory research design to investigate the causal relationships between digital entrepreneurship and platform-based value creation in emerging economies. The quantitative approach is selected because this research aims to empirically test the proposed conceptual model developed from digital entrepreneurship theory, platform ecosystem theory, and dynamic capability perspectives. Specifically, this study examines how digital entrepreneurial capabilities influence the ability of entrepreneurs to utilize digital platforms and generate sustainable value within digital ecosystems.

A survey method was adopted by distributing structured questionnaires to entrepreneurs and small and medium-sized enterprise (SME) owners who actively utilize digital technologies in their business operations. This method enables the researcher to capture empirical evidence regarding entrepreneurs' digital capabilities, platform utilization, innovation activities, and value creation processes. The collected data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS software. PLS-SEM was selected because it is appropriate for predictive research models involving multiple latent constructs and is widely applied in entrepreneurship, information systems, and digital transformation studies (Hair et al., 2022).

The population of this study consists of entrepreneurs and SME owners operating in emerging economies who utilize digital technologies and online platforms in their business activities. The emerging economy context was selected because digital platforms have become important mechanisms for improving entrepreneurial opportunities, expanding market access, and overcoming traditional resource limitations. Respondents were selected based on specific criteria, including having experience in operating a digital-enabled business, actively using

digital platforms such as online marketplaces, social commerce applications, fintech platforms, or digital business applications, and having operated their business for at least one year.

The study employed purposive sampling because respondents needed to possess relevant knowledge and practical experience related to digital entrepreneurship and platform utilization. The final sample consisted of 240 respondents, which is considered adequate for PLS-SEM analysis and meets methodological recommendations for structural equation modeling involving multiple latent variables (Hair et al., 2022). Respondent characteristics were analyzed based on business type, business age, digital platform usage, and level of digital technology adoption.

Data were collected through online questionnaires distributed to qualified respondents. All measurement items were assessed using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). Before the main survey, the measurement instrument was evaluated to ensure validity and reliability. This process was conducted to confirm that each indicator accurately represented the theoretical constructs used in the research model.

The data analysis consisted of two major stages: measurement model evaluation and structural model evaluation. The measurement model was assessed by examining convergent validity, construct reliability, and discriminant validity. Convergent validity was evaluated through outer loading values and Average Variance Extracted (AVE), while reliability was assessed using Composite Reliability and Cronbach’s Alpha values. Discriminant validity was examined using the Heterotrait-Monotrait (HTMT) ratio.

The structural model assessment was conducted by evaluating path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and hypothesis testing through bootstrapping procedures. These analyses provide empirical evidence regarding the relationships between digital entrepreneurship, digital platform capability, innovation capability, and platform-based value creation.

Table 1. Operationalization of Research Variables.

Construct	Operational Definition	Measurement Items	References
Digital Entrepreneurship (DE)	Digital entrepreneurship refers to the capability of entrepreneurs to utilize digital technologies to identify opportunities, develop digital business models, and create innovative entrepreneurial activities within digital environments.	DE1: Ability to identify business opportunities through digital technologies. DE2: Ability to integrate digital technologies into business operations. DE3: Ability to develop digital-based business models. DE4: Ability to explore	Nambisan (2017); Kraus et al. (2019)

Digital Platform Capability (DPC)	Digital platform capability represents the ability of entrepreneurs and firms to utilize digital platforms for managing interactions, integrating resources, and developing business networks within digital ecosystems.	new market opportunities through digital technologies. DPC1: Ability to effectively utilize digital platforms for business activities. DPC2: Ability to integrate digital resources through platform environments. DPC3: Ability to manage customer interactions through digital platforms. DPC4: Ability to utilize digital information generated from platform activities.	Tiwana (2014); Parker et al. (2016)
Innovation Capability (IC)	Innovation capability refers to the organizational ability to generate, adopt, and implement new ideas, products, services, and processes through digital technologies.	IC1: Ability to develop new digital products or services. IC2: Ability to conduct digital business experimentation. IC3: Ability to adapt to technological changes. IC4: Ability to implement digital innovations effectively.	Teece (2018); Warner & Wäger (2019)
Platform-Based Value Creation (PVC)	Platform-based value creation refers to the capability of entrepreneurs to generate economic value through digital platform interactions, network relationships, and ecosystem collaboration.	PVC1: Ability to create value through digital networks. PVC2: Ability to collaborate with platform users and ecosystem participants. PVC3: Ability to improve customer experience through digital platforms. PVC4: Ability to expand market access through digital platforms.	Vargo & Lusch (2016); Gawer (2021)

Based on the theoretical foundations, this study develops a conceptual model explaining the relationships among digital entrepreneurship, digital platform capability, innovation capability, and platform-based value creation. The proposed model assumes that entrepreneurs' ability to exploit digital technologies represents a fundamental determinant of value creation within platform-based ecosystems.

In digital environments, digital entrepreneurship enables entrepreneurs to identify new opportunities through technological resources, digital data, and network interactions. These capabilities subsequently enhance entrepreneurs' ability to utilize digital platforms as strategic

mechanisms for resource integration, customer engagement, and ecosystem participation. Therefore, higher levels of digital entrepreneurship are expected to contribute to stronger digital platform capabilities.

Furthermore, digital platform capability represents a critical mechanism linking entrepreneurial activities with value creation outcomes. Digital platforms enable entrepreneurs to access broader networks, acquire market intelligence, facilitate collaboration, and develop new business opportunities through ecosystem interactions. Therefore, entrepreneurs with stronger platform capabilities are expected to achieve higher levels of platform-based value creation.

This study also incorporates innovation capability as a strategic factor that enhances value creation processes. In rapidly changing digital environments, innovation capability enables entrepreneurs to adapt technological developments, generate new solutions, and develop competitive value propositions. Consequently, innovation capability strengthens the ability of entrepreneurs to transform digital platform resources into sustainable economic value. Based on these theoretical arguments, the following hypotheses are proposed:

H1: Digital entrepreneurship has a positive effect on digital platform capability.

Entrepreneurs with stronger digital opportunity recognition, technology utilization, and digital business development capabilities are expected to demonstrate greater ability to exploit digital platforms.

H2: Digital platform capability has a positive effect on platform-based value creation.

The capability to manage digital platforms enables entrepreneurs to create value through network interactions, ecosystem collaboration, and digital resource utilization.

H3: Digital entrepreneurship has a positive effect on platform-based value creation.

Digital entrepreneurial capabilities enhance entrepreneurs' ability to develop innovations, expand market opportunities, and generate economic value through digital technologies.

H4: Innovation capability strengthens the relationship between digital platform capability and platform-based value creation.

Innovation capability allows entrepreneurs to maximize the benefits of digital platforms by developing new products, services, and business strategies that enhance value generation.

4. RESULTS AND DISCUSSION

This study involved 240 respondents consisting of entrepreneurs and SME owners who actively utilize digital technologies in their business activities. The respondents represented various business sectors, including digital commerce, food and beverage, services, creative

industries, and technology-based businesses. The majority of respondents had operated their businesses for more than one year and had experience using digital platforms for marketing, customer interaction, transaction processes, and business development. The characteristics of the respondents indicate that they possess relevant knowledge and practical experience regarding digital entrepreneurship and platform-based value creation.

The measurement model was first evaluated to assess construct reliability and validity. The results indicate that all measurement indicators achieved acceptable outer loading values above 0.70. Furthermore, all constructs demonstrated Average Variance Extracted (AVE) values exceeding the recommended threshold of 0.50, confirming convergent validity. The reliability assessment showed that all constructs achieved Cronbach's Alpha and Composite Reliability values above 0.70, indicating strong internal consistency. The HTMT assessment also confirmed discriminant validity because all values remained below the recommended threshold of 0.90.

Table 2. Measurement Model Results.

Construct	Loading Factor Range	Cronbach Alpha	Composite Reliability	AVE
Digital Entrepreneurship	0.742 – 0.861	0.861	0.904	0.701
Digital Platform Capability	0.756 – 0.873	0.874	0.913	0.725
Innovation Capability	0.731 – 0.852	0.842	0.895	0.682
Platform-Based Value Creation	0.764 – 0.889	0.886	0.921	0.746

The structural model was evaluated using bootstrapping procedures with 5,000 resamples. The analysis examined path coefficients, t-values, and p-values to determine the significance of hypothesized relationships.

Table 3. Hypothesis Testing Results.

Hypothesis	Relationship	Path Coefficient (β)	t-value	p-value	Decision
H1	Digital Entrepreneurship → Digital Platform Capability	0.624	10.438	<0.001	Supported
H2	Digital Platform Capability → Platform-Based Value Creation	0.518	8.276	<0.001	Supported
H3	Digital Entrepreneurship → Platform-Based Value Creation	0.286	4.521	<0.001	Supported
H4	Innovation Capability × Digital Platform	0.174	2.894	0.004	Supported

Capability →
Platform-Based
Value Creation

The findings reveal that digital entrepreneurship has a significant positive effect on digital platform capability ($\beta = 0.624$; $t = 10.438$; $p < 0.001$). This indicates that entrepreneurs with stronger digital capabilities are more capable of utilizing digital platforms as strategic business resources. The ability to recognize digital opportunities, integrate technologies, and develop digital business models enhances entrepreneurs' capacity to exploit platform ecosystems. This finding supports Nambisan's (2017) argument that digital entrepreneurship involves more than technology adoption; it requires the capability to transform digital resources into entrepreneurial opportunities. Particularly in emerging economies, digital capabilities enable entrepreneurs to overcome resource limitations and expand market access. The results also demonstrate that digital platform capability significantly influences platform-based value creation ($\beta = 0.518$; $t = 8.276$; $p < 0.001$). This finding highlights that effective platform management is essential for generating value through digital ecosystems. Entrepreneurs who can manage digital interactions, utilize platform data, and engage ecosystem participants are more likely to achieve superior value creation outcomes. Furthermore, digital entrepreneurship directly affects platform-based value creation ($\beta = 0.286$; $t = 4.521$; $p < 0.001$), indicating that digital entrepreneurial capabilities contribute directly to economic value generation. Finally, innovation capability strengthens the relationship between digital platform capability and platform-based value creation. This finding confirms that digital technologies alone are insufficient; entrepreneurs must possess innovation capabilities to transform digital resources into sustainable competitive advantages. Overall, the findings contribute to digital entrepreneurship and platform economy literature by demonstrating that platform-based value creation in emerging economies is driven by the interaction between digital capabilities, platform capabilities, and innovation capability.

5. CONCLUSION AND SUGGESTIONS

This study aimed to examine the role of digital entrepreneurship in enhancing platform-based value creation within emerging economies. Based on the analysis of 240 respondents using the PLS-SEM approach, the findings demonstrate that digital entrepreneurship has a positive and significant effect on digital platform capability and directly contributes to platform-based value creation. Furthermore, digital platform capability plays an essential role in enabling entrepreneurs to generate value through digital interactions, network utilization, and ecosystem

collaboration. These findings indicate that successful digital entrepreneurship is not merely determined by technological access but also by entrepreneurs' ability to effectively manage and leverage digital resources. The study further confirms that innovation capability strengthens the relationship between digital platform capability and platform-based value creation. This finding extends the theoretical understanding of digital entrepreneurship by highlighting that value creation in digital economies emerges from the interaction between technological capabilities, innovation capabilities, and digital ecosystem participation. Practically, the study suggests that entrepreneurs, platform providers, and policymakers should enhance digital literacy, innovation capabilities, and digital ecosystem infrastructure to maximize platform-based economic opportunities, particularly within emerging economies.

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