



Actitud emprendedora desde una perspectiva digital [

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text (article)

Analítica

Digital trends are giving new opportunities to the human being, a business level, e-commerce is covering those expectations, this scientific article aims to know the entrepreneurial attitude from a digital perspective, given that a qualitative study has been used, giving necessary approach in the research of various authors who describe the importance of digital culture and electronic commerce taking into account business management and productivity that is at the hand of entrepreneurship. The methodology applied in this study was bibliographic, with deductive-inductive, analytical methods, knowing essential information about the entrepreneur's attitude, showing that the behavior influenced by the objectives and goals to be met, in addition to the innovation that forms a positive strategy in the digital field for the benefit of electronic commerce

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