

RESEARCH ARTICLE	 Women's Entrepreneurial Action in the Context of Digital Communication: A Socio-Communicative Approach
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Abstract This article aims to analyze women's entrepreneurial action in Algeria in light of digital transformations, through a socio-communicative approach that seeks to understand the relationship between women's entrepreneurship and digital communication as a new variable for women's social and economic empowerment. It also explores how digital transformation contributes to reshaping women's roles within the entrepreneurial field, turning entrepreneurship from a purely economic activity into a communicative act governed by the logic of interaction and influence in the digital space. The article is based on a theoretical analysis of the trajectory of women's entrepreneurship, including its emergence, social representations, and challenges, with a focus on the Algerian context, which has witnessed gradual transformations in women's perceptions of self-employment and economic initiative. The article also discusses the concept of digital entrepreneurship as an alternative space that has enabled women to overcome many traditional barriers and challenges thanks to its flexible characteristics. Furthermore, the article proposes a sociological approach to understanding how Algerian women interact with the digital environment as a new domain for self-assertion and participation in the public sphere, through what is now known as digital women's entrepreneurship.	
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Introduction:

In recent decades, there have been significant changes in the economic and social roles of women, particularly with the widespread expansion of digital technologies that have transformed patterns of work and empowerment. Within this context, women's entrepreneurship has begun to establish itself as a new path that redefines the position of women within both the economic and social spheres, through digital communication media that not only facilitate initiatives but also contribute to constructing a new feminine identity linked to entrepreneurial action.

Entrepreneurship is no longer merely an economic project; it has evolved into a socio-communicative phenomenon that reflects women's interaction with their environment through new tools, revealing deeper transformations in gender representations within the digital environment.

Accordingly, this article aims to deconstruct the dimensions of women's entrepreneurial action from a sociological and communicative perspective. It begins by addressing the core concepts of women's entrepreneurship and analyzing the specific features of the Algerian experience, then explores the digital space as a new domain for activating such enterprises.

This article is structured into three main sections:

The first section discusses the concept of women's entrepreneurship and its characteristics, presenting the main theoretical approaches that explain it and highlighting its role in achieving women's social and economic empowerment.

The second section focuses on Algerian women's perceptions of entrepreneurial action and analyzes the societal and organizational challenges faced by women-led enterprises in Algeria.

The third section centers on digital entrepreneurship as a new horizon for women's initiatives. It examines its concept and characteristics, the impact of digital transformation on reshaping entrepreneurial activity, and the advantages of digital communication as a new dynamic that offers women broader spaces for expression, marketing, and the building of symbolic and professional capital. The article concludes with a theoretical reading on the digitization of the communicative act in women's entrepreneurship.

From this, we pose the following question:

What is the impact of digital transformation and digital communication on reshaping women's entrepreneurial action in the Algerian context?

First: Women's Entrepreneurship

1- The Concept of Women's Entrepreneurship:

A woman entrepreneur is a woman who possesses specific qualities and characteristics that enable her to take on the risk of engaging in private business activities. She is a woman with an entrepreneurial spirit, a willingness to take risks, and the capacity to assume responsibility. She demonstrates flexibility and skill in organization and management, and has confidence in her abilities and potential, with success and excellence as her primary goals.

She can also be defined as a woman who has established a project either independently or in partnership with one or more individuals, assumes financial and administrative responsibility, and leads innovatively by offering new products, while bearing full financial risks.¹

She is also defined as: "A woman who seeks self-fulfillment, financial independence, and control over her existence by launching and managing her own enterprise."²

2- Characteristics of Women's Entrepreneurship:

A woman entrepreneur is distinguished by a set of characteristics, which are summarized in the following table:³

Table: Characteristics of a Woman Entrepreneur

Characteristics of a Woman Entrepreneur			
Personal Characteristics	Managerial and Organizational Characteristics	Technical and Technological Characteristics	Marketing Characteristics

<ul style="list-style-type: none"> • Assuming responsibility • Self-control • Discipline and seriousness • Innovation, creativity, and intelligence • Strategic thinking • Perseverance and resilience 	<ul style="list-style-type: none"> • Ability to: • Set goals • Plan • Make decisions • Manage risks • Manage human resources • Leadership skills and communication ability 	<ul style="list-style-type: none"> • Assessment of the internal and external structure of the project • Problem-solving ability • Ability to apply technology • Utilizing technology in marketing and the work environment 	<ul style="list-style-type: none"> • Proficiency in marketing skills • Ability to attract customers • Ability to negotiate and communicate • Ability to launch the product in the market in a distinctive way
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Source: Prepared by the researcher

3- Theoretical Approaches Explaining Women's Entrepreneurship:

Among the most important approaches that have addressed women's entrepreneurship are the following: ⁴

The Functionalist Approach:

This approach explains gender differences as natural social roles, where men are viewed as suited for the public sphere and women for family life. In this context, entrepreneurship is considered a male-oriented activity by nature, and women's competence is reduced to a comparison with male traits. These studies are often criticized for relying on male-centered metrics and biased success criteria, which implicitly exclude women entrepreneurs.

The Feminist Approach:

This emerged as a critical response to the functionalist view by introducing the concept of gender as a social construct that explains existing discrimination. It is divided into two main strands:

- **Liberal Feminism:** Focuses on removing barriers to equal opportunities, but is criticized for implicitly relying on masculine standards.
- **Socialist Feminism:** Emphasizes the value of difference and highlights the uniqueness of feminine values in management and entrepreneurship, though it reinforces binary gender distinctions without fundamentally questioning them.

The Social Constructivist Approach:

This approach challenges the traditional positivist perspective and proposes a dynamic understanding of gender as the product of social interactions. It aims to understand women's self-representations and their social context within the entrepreneurial world. While it offers a flexible perspective, it may overlook marginalized groups and struggles to analyze power relations without reproducing them. This calls for an intersectional perspective that combines gender with race, class, and other factors.

4- The Importance of Women's Entrepreneurship in Empowering Women:

In the context of current social and economic transformations, women's entrepreneurship is gaining increasing importance as an effective tool for empowering women and strengthening their roles within society. Its importance is evident through the following:

a. Women's Entrepreneurship and Social Development:

The woman entrepreneur contributes to solving social problems and promoting social cohesion, especially in light of widespread social changes. Her contributions are particularly evident in sectors such as education, family, health, and social care.

In the field of education, the woman entrepreneur plays a pivotal role through:

- Promoting socialization by studying educational problems and fostering social interaction within institutions.
- Raising academic achievement by providing a supportive learning environment and paying attention to students with learning difficulties.
- Linking the educational institution to society by transforming the school into a center of social influence capable of responding to societal phenomena.⁵

b. Women's Entrepreneurship and Economic Development:

Women's entrepreneurship has emerged as a strategic economic actor and has gained the attention of international economic policies due to its growing impact on growth and development. Studies by GEM have shown a direct relationship between women's entrepreneurial activity and economic growth levels.

Despite some structural barriers, reports have shown that women-owned enterprises create significant job opportunities and contribute to economic dynamism, especially in African contexts. Case studies in Zambia and Tanzania have shown that women were able to create notable employment opportunities, often targeting other women.

In the American context, a report by the **Center for Women's Research** (2005) revealed that women were behind the establishment of **10.6 million businesses**, representing approximately **47.7%** of all enterprises, contributing to the creation of more than **19 million jobs**. According to **OECD** data (2008), women represent **30% to 40%** of small and medium enterprises in several developed countries.

Therefore, the woman entrepreneur constitutes a fundamental lever for achieving both economic and social development through her role in increasing productivity, adopting digital communication, and creating new markets by virtue of her understanding of market dynamics and risks.⁶

Second: the sociology of women entrepreneurs in the Algerian context

1- The Transformation of Algerian Women's Perceptions Toward Entrepreneurial Thinking:

The concept of work has evolved throughout history. In ancient civilizations (such as China, India, and Egypt), it was seen as a simple physical effort linked to skill. However, Greek philosophers like Plato and Aristotle viewed work as a degrading activity, unfit for the intellectual class. With the Industrial Revolution in the 18th century, work became a mechanical activity combining physical and intellectual effort, and increasing attention was given to the psychological and social dimensions of the worker through studies in work physiology.

Utopian Socialist Thought:

This ideology focused on imagining ideal societies based on justice and equality, where everyone works without exploitation or class divisions. Thinkers such as Thomas More, Fourier, and Robert Owen called for the abolition of

private property and the fair distribution of resources, giving work a collective and humanistic dimension, while emphasizing the role of women in this cooperative productive system.

Positivist Social Thought:

This current expanded the study of the division of professional labor as a fundamental component of modern social structure. Thinkers like Auguste Comte and Émile Durkheim believed that professional groups, including women, played a pivotal role in achieving social balance, emphasizing specialization as a necessity for organizing economic and social life.

Modern Social Writings:

These writings, especially those by thinkers such as John Maxwell and Joseph Priestley, focused on the importance of labor division in fostering solidarity within industrial societies. There was clear interest in the impact of professional relationships on an individual's status within the social system, which eventually opened the door for women to engage in new areas of economic activity.

The Shift Toward Entrepreneurial Thinking:

This shift resulted from the evolution and increasing complexity of societies, where the focus moved from traditional labor to self-initiative and entrepreneurial organization. Women have benefited from this shift to assert their presence in the entrepreneurial sphere, transitioning from the role of simple worker to that of business owner, within a new economic logic centered on individual initiative and entrepreneurial thinking.⁷

B. Algerian Women and Socio-Economic Activity:

Women in Algerian Culture:

Some traditional social representations still depict women as fragile beings or economic burdens. However, reality has changed, and many women today are proving their ability to contribute to the national economy despite the persistence of certain cultural and social barriers.

Algerian Women and Education:

Education plays a key role in empowering Algerian women. Since independence, female education has seen notable progress, though it has not completely eliminated gaps in literacy rates or limitations in fields aligned with labor market demands.

Algerian Women and Community Participation:

Algerian women have participated in building civil society institutions, including associations and unions, which allowed them to move beyond the traditional role confined to the family. However, this participation still faces challenges related to genuine and effective representation within these organizational structures.

Algerian Women and Political Participation:

Although the “quota system” was adopted to ensure women’s representation in elected councils, women's access to leadership positions within political parties and state institutions remains limited. Their participation often remains symbolic, due to the lack of political will and genuine democratic culture within parties.⁸

2- The Reality and Challenges of Women’s Entrepreneurship in Algeria: ⁹

Women entrepreneurs in Algeria face multiple challenges similar to those encountered by women in other countries and by male entrepreneurs. However, the specific nature of Algerian society makes these challenges more complex. This specificity relates to the level of development and the evolution of the private sector, which struggles to integrate

women into the field of entrepreneurship. Women are hindered by a number of social and cultural challenges, most notably religious beliefs and traditions that impose restrictions on their freedom to engage in entrepreneurial work.

Algerian women face obstacles rooted in a conservative society, where religious interpretations and customs are used to restrict women's freedom—for example, by preventing them from participating in business events held in the evening. Traditions also influence who is deemed fit to be an entrepreneur, with men holding authority over women's professional decisions.

In addition to social challenges, married women face dual responsibilities between their roles as mothers and wives and their careers as entrepreneurs, creating an ongoing struggle to balance family life with professional ambition.

Although women entrepreneurs may achieve financial independence, Algerian society still clings to the traditional family model, where a woman's stability is often linked to forming a stable family. This affects her ability to achieve a work-life balance.

Economic challenges include limited experience in financial dealings and difficulty accessing the funding needed to expand their projects. Large loans often require excessive guarantees that women are typically unable to provide. As a result, most women tend to focus on small-scale projects in fields such as trade, services, and traditional crafts.

Women entrepreneurs also lack access to the training and professional development necessary for success in the labor market, which weakens their ability to compete and grow in their respective fields. Despite the slow progress achieved by women in this area, social and economic difficulties continue to limit their active participation and hinder their advancement.

Among the challenges faced by women entrepreneurs in Algeria are the following:¹⁰

Socio-cultural Barriers:

Women face two types of barriers in their social environment: the first relates to their status as business owners, and the second to their identity as women subjected to various pressures from both family and work environments especially when operating in male-dominated fields. This is due to prevailing mentalities that perceive the business world as exclusively male. These perceptions stem from a social upbringing that promotes the idea that a woman's place is at home or in traditionally feminine jobs such as teaching, nursing, or services. In contrast, sectors such as industry, commerce, business projects, and enterprises are seen as male domains. Fearing failure, and within a patriarchal Algerian society that perpetuates such values, women are often hesitant to start businesses or take risks that could lead to loss of capital thus reinforcing society's perception that women are incapable of succeeding or competing with men in the business world.

Psychological Barriers:

Psychological obstacles also hinder women's advancement in entrepreneurship. These barriers are linked to the women themselves, particularly to their confidence in their abilities and their belief in their own potential. Many women still harbor deep-seated doubts about their capacity to assume full responsibility for themselves and remain apprehensive about entering the entrepreneurial world.

Economic Barriers:

These are equally significant. One of the main economic challenges is women's limited experience with financial transactions and banking systems. Women entrepreneurs also face serious difficulties in securing funding, which prevents them from entering the business world forcefully or developing and expanding their activities. Their projects remain limited to small and medium-sized enterprises with modest capital because obtaining substantial funding often requires excessive guarantees especially for women who do not have a father or husband with a well-known commercial name in banking circles. As a result, most women rely on microloans and family support, which confines their activities to areas such as trade and small-scale industry.

Lack of Experience and Training:

Women entrepreneurs suffer from unequal access to training opportunities compared to men. They are also deprived of advantages such as ease of mobility, awareness of competitors' capabilities, knowledge of competitive pricing in the market, and access to training courses. These limitations weaken their position and hinder their ability to grow and compete effectively.

THIRD: ALGERIAN WOMEN'S ORIENTATION TOWARD DIGITAL ENTREPRENEURSHIP

1- The Concept and Characteristics of Digital Entrepreneurship

Digital entrepreneurship is defined as: "The pursuit of opportunities based on the use of digital media and other information and communication technologies."¹¹

According to the research literature, the concept of digital entrepreneurship is still emerging and has yet to be fully developed, due to the limited number of studies and the lack of complete academic adoption. Digital entrepreneurship refers to leveraging information technology and communication networks to enhance organizational performance by integrating knowledge and entrepreneurship, thus facilitating the identification of risks and proposing solutions to address them.

Over time, the term has become more widespread and developed into two main conceptual dimensions: one focusing on social and economic interaction with consumers to satisfy their needs and meet their expectations and desires, and the other focusing on using technological communication tools to gather as much customer information as possible in order to better understand and fulfill their needs.¹²

2- The Impact of Digital Transformation on Entrepreneurship

Digital transformation has reshaped the traditional structures of business practice. Entrepreneurial activity is no longer confined to physical spaces but has moved into open digital environments, offering unprecedented opportunities for innovation, expansion, and communication. Digital technologies have facilitated access to markets, reduced operating costs, and enabled individuals especially youth and women to launch their own ventures without the need for large capital or traditional organizational structures.

In this context, entrepreneurship is no longer merely an individual economic activity; it has become a complex socio-digital system that interacts with a dynamic environment defined by the rapid pace of technological change, the growing demand for digital skills, and the openness of societies to new modes of production and consumption.

The key features of this digital transformation and its impact on entrepreneurship can be summarized as follows:¹³

Cost Reduction and Increased Efficiency:

Digital technologies help reduce operational costs and improve business efficiency. For example, startups can use cloud computing to store data, avoiding costly infrastructure investments. Digital analytics tools also enhance marketing strategies and improve targeting accuracy.

Access to Global Markets:

The internet and e-commerce technologies provide startups with access to markets beyond their geographical boundaries. This enables entrepreneurs to offer their products and services on a wider scale, increasing growth opportunities and revenue.

Innovation and Development:

Digital technologies accelerate innovation by offering tools and platforms for rapid prototyping and idea testing. Startups can use technologies such as 3D printing to develop new products more quickly and at lower cost.

Customer Interaction:

Digital tools allow companies to engage in direct and continuous communication with their customers, helping them better understand and meet their needs. Social media platforms, for example, offer effective channels for customer interaction and building brand communities.

Despite the vast opportunities offered by digital transformation, entrepreneurs still face several challenges, such as:

- **Cybersecurity:** The growing threat of cyberattacks requires strong digital data protection.
- **Funding:** Adopting digital technologies may require significant investment.
- **Skills Shortage:** There is a pressing need for digital skills among employees.

3- The Importance of Digital Entrepreneurship for Women:

In light of the transformations taking place in the economic and social fabric, digital entrepreneurship has emerged as an alternative mechanism that opens new horizons for women to enhance their economic roles beyond traditional frameworks of employment. Digitalization is no longer merely a technical option; it has become a socio-economic lever that contributes to the integration of women into the production process, supporting their autonomy and breaking some of the cultural and social barriers that have hindered their effective participation in the labor market.

Based on the challenges discussed regarding women's entrepreneurial journeys, digital entrepreneurship appears as a strategic, low-cost option that offers women broader possibilities to realize their projects and develop their personal and professional skills. It enables them to:

- Carry out their activities from home or any place in the world with ease a particularly important feature for women, who can manage both household and entrepreneurial tasks simultaneously. This is especially valuable for rural women who face mobility issues and difficulty balancing roles and traditions.
- Easily reach a larger number of consumers.
- Work at any time time flexibility.
- Benefit from work flexibility in general.
- Avoid most of the organizational obstacles traditionally faced by women.
- Work in a space where gender is not a criterion gender neutrality in digital entrepreneurship.
- Reduce costs no need for a physical store or complex regulatory procedures.

Digital entrepreneurship remains a promising field that calls for investment through various means. However, it requires adequate skills, making the efficient and effective exploitation of these opportunities essential. ¹¹

Examples of Women's Business Opportunities in Digital Entrepreneurship Include:

a. Starting a Blog:

Digital blogging represents one of the modern pathways that offer women an opportunity for expression and production within a flexible environment that allows them to balance family and economic roles. Thanks to digitization, women especially housewives can engage in the workforce without leaving their homes, using simple tools at low cost. Blogging here serves as a new form of cultural capital converted into economic value, clearly illustrating what Pierre Bourdieu refers to as “the transformation of symbolic capital into economic capital.”

b. Selling Your Own Products:

Marketing personal products whether digital or physical is an expression of the creative economy, which frees women from reliance on traditional employment institutions. This type of entrepreneurship reinforces women's economic independence and offers a business opportunity based on their individual skills. It reflects a socially empowered economic act, where personal competencies are invested within the digital space as a new realm of economic interaction.

c. Affiliate Marketing:

Digital affiliate marketing shows how women can transition from mere consumers to economic actors, reselling goods through electronic platforms using a simple and unconventional investment model. This approach reflects a shift in traditional economic relationships and reshapes gender roles in the labor market by enabling women to play productive roles without facing significant institutional or material barriers.

d. Drop Shipping:

This form of e-commerce embodies a redistribution of roles within the production and marketing chain, where women act as digital intermediaries. Through drop shipping, women's social relationships on platforms are transformed into social capital that is economically invested. It represents a new manifestation of the networked economy that integrates marginalized groups such as many women into the dynamics of economic globalization in a decentralized manner.¹⁵

4- Digital Communication and the Reshaping of Algerian Women's Entrepreneurial Action

Digital communication, as one of the most significant shifts of late modernity, has contributed to reshaping social, economic, and cultural structures, transforming the dynamics of human activity across various domains. This technological shift has transcended temporal and spatial boundaries, compressing distances and transforming the world into a virtual village where actions and interactions converge in real time. The impact of this transformation has extended beyond systems of medicine, defense, or finance to reshape social roles particularly those of women within the entrepreneurial framework.

For Algerian women entrepreneurs, digital communication represents a new horizon for social and economic empowerment. Digital spaces have become vibrant arenas for practicing self-initiative and launching business ventures without the need for large capital or physical mobility.

Smartphones, tablets, and internet services have ceased to be mere technical tools. They have become social media that reshape women's relationships with the public sphere, enhance their ability to negotiate with traditional structures, and break societal isolation especially in conservative environments.

Digital services offered by banks, GPS-based applications, and e-commerce now constitute a communicative infrastructure that enables women to overcome bureaucratic obstacles, reach wider audiences, and build networks of economic and social interaction.

In this context, digital communication is no longer merely a means of information transmission. It has become a structural system that reshapes the entrepreneurial woman's social identity and provides her with new tools to redefine her status within the social and economic framework of contemporary Algeria.

As digital communication enables fundamental transformations in the economic and social fields, the internet and smartphones emerge as new infrastructural platforms that reshape market logic and entrepreneurial mechanisms particularly for female actors in the Algerian context. The internet has become a dynamic, open platform that allows women entrepreneurs to penetrate the digital public sphere and conduct globalized economic activities beyond the geographic and social limits that previously restricted their mobility and opportunities.

Digital communication has enabled women entrepreneurs to enter e-markets, bypass bureaucratic barriers, and engage in real-time interactive networks with clients and suppliers. They can now respond to global market dynamics using smart tools that facilitate digital marketing, customer relationship management, and automated data analysis to improve performance and guide economic decisions. Digital information is no longer just a tool; it has become

symbolic and cognitive capital that generates new opportunities for reshaping women's entrepreneurial identity in a society oscillating between tradition and modernity.

Understanding the digital transformation of women's entrepreneurship requires examining the main tools of this communication environment:

Mobile Phones and Tablets:

In this context, mobile phones and tablets have become central tools in women's entrepreneurial practices not only for communication but also as devices that integrate women into digital economic processes. Algerian women, whether in urban or semi-urban areas, can now start digital businesses using their smartphones, employing apps to market their products, build their brands, reach potential customers, and negotiate directly without intermediaries.

Numerous comparative studies have shown that these portable tools are low-cost, easy to learn, and have a clear impact on women's economic empowerment especially in environments with weak infrastructure or limited female presence in traditional markets. In Algeria, the widespread use of smartphones has enabled women to move beyond narrow consumer roles and become active economic agents, redefining the relationship between gender, work, and production within a new communicative system.¹⁶

This digital infrastructure with its flexibility and virtual equality allows women entrepreneurs to overcome the gender gap that has long limited their economic participation. It provides a new space for maneuvering, innovation, and renegotiation of their status and roles in a society gradually digitizing its labor patterns and socio-economic relations.

Social Media Platforms:

Social media is defined as interactive digital platforms that allow individuals to create, share, and engage in real-time content such as Facebook, Instagram, and TikTok. These platforms have become emblematic of the contemporary digital revolution, going beyond entertainment and personal communication to become effective tools in both economic and social domains.

Social media has proven to be a powerful support mechanism for women entrepreneurs, offering flexible opportunities to build brand identity, expand social networks, and access markets directly free from infrastructural or financial barriers.

Among these platforms:

- **Facebook:**

One of the first digital spaces used to support women's entrepreneurship, Facebook's interactive nature and user-friendliness have enabled women to create commercial pages, interact with customers, and overcome spatial and temporal constraints thereby enhancing social capital, which is a decisive resource in the new entrepreneurial landscape.

Several studies indicate that women use Facebook more intensively than men and maintain more diverse networks, which provide symbolic and social resources that ease business activities and reduce the weight of daily or cultural challenges.¹⁷

- **Instagram:**

Known for its strong visual appeal, Instagram has helped women entrepreneurs market their products and services in creative and attractive ways without requiring large financial resources. Through images, visual stories, and short videos, many women especially in vulnerable contexts have built small home-based businesses that offer them economic independence and a relative work-life balance. This visual environment has also deepened customer relationships and promoted products with a personal and feminine touch.¹⁸

- **TikTok:**

TikTok extends this digital presence by offering women entrepreneurs a fast-growing and creativity-driven space for building effective promotional content in record time. TikTok's strength lies in its ability to generate direct interaction with audiences and capture broad attention through short videos. This helps build brand awareness and a new customer base untethered from traditional geographic or social boundaries.¹⁹

E-Commerce Platforms:

E-commerce platforms such as Jumia, AliExpress, and Alibaba have provided Algerian women entrepreneurs with new spaces to market their products, enabling them to overcome geographical and social constraints. In addition, digital advertising tools such as Facebook posts, Twitter tweets, and YouTube videos have offered more cost-effective and efficient alternatives for reaching customers compared to traditional advertising methods.

In the same context, these platforms have contributed to the reorganization of social time in work by allowing women to run their businesses remotely, without the need for physical mobility or constant presence. This aligns with the traditional social roles assigned to women. Digital media such as live streaming and video conferencing have further facilitated interactions with clients, suppliers, and even business partners, enhancing women's economic efficiency and negotiation power.

E-commerce has also emerged as a mechanism that enables women to operate from within private spaces (i.e., the home), without the need for a commercial location or logistical expenses. This shift has generated new forms of work, such as drop shipping and affiliate marketing (previously discussed), which many Algerian women have embraced as flexible opportunities aligned with their social conditions and family responsibilities.

Collectively, these platforms have contributed to reshaping women's entrepreneurial activity not only in terms of tools but also in how women perceive themselves as producers of economic and social value. Women can now build their projects, raise their voices, and claim their place in the business world from within a digital space that offers relative freedom and greater control over the flow of their work, away from the dominant patriarchal structures of the traditional economic sphere.²⁰

Accordingly, it can be concluded that digital communication has brought about fundamental transformations in the patterns of economic and social participation, especially among new actors foremost among them the Algerian woman entrepreneur. The digital environment has created alternative spaces that allow women to transcend traditional gender-related barriers whether spatial, temporal, or normative.

Digital communication platforms have become strategic tools that enable women to access markets, promote products, interact with customers, and build strong networking relationships beyond classical institutional frameworks. From this perspective, digital communication is no longer a mere technical medium, but rather a social system that reshapes roles and representations. It opens new possibilities for women entrepreneurs to act, rebuild their relationship with society and the market, and do so within a dynamic digital context.

Conclusion:

Based on the discussion presented in this article, it can be said that women's entrepreneurship is no longer merely an economic option for women, but has transformed into a social and communicative act with cultural and societal dimensions particularly within the digital environment that has provided new opportunities for expression, production, and independence. Digital communication has become a central tool in reshaping representations and social dynamics related to women's entrepreneurship. Digitization has enabled Algerian women to overcome many traditional constraints and engage in flexible and promising career paths. However, this transformation is not without challenges, whether in terms of digital infrastructure or cultural and social obstacles.

Therefore, supporting digital female entrepreneurship requires the provision of an enabling environment that includes training, financing, and digital networking, while also recognizing the vital role of women in building an inclusive and integrated digital economy.

To further promote women's entrepreneurial action in the context of digital transformation, we recommend supporting women's digital training, creating digital platforms for sharing experiences and knowledge, and integrating digital entrepreneurial culture into educational curricula. Additionally, we propose facilitating access to funding for women-led digital projects, improving digital infrastructure in remote areas, and highlighting successful female role models in the media to encourage broader participation and initiative.

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Footnotes

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