

Specification a Model for Study of Thinking Entrepreneurship

Cruz Garcia Lirios*

Huehuetoca Professional Academic Unit, Autonomous Mexico State University, Mexico

**Corresponding Author: Cruz Garcia Lirios, Huehuetoca Professional Academic Unit, Autonomous Mexico State University, Mexico*

ABSTRACT

The discussion of what for an Internet user are the devices and their dispositions is the objective of this documentary work with a selection of sources indexed to international repositories; Dialnet, Latindex, Pubindex, Redalyc and Scielo, considering the search by keywords; technology, Internet and networks (Facebook, WhatsApp, YouTube, Instagram, SnapChat, Periscope, Twitter). The discussion focused on the differences between habitus and intensive use, although the design of the review limits the scope and proposals of the work to the scenario of privacy and addiction among netizens.

Keywords: *Internet, Trolling, Stalking, Stashing, Texting, Bullying.*

INTRODUCTION

The digital harassment involves the emergence of a service-oriented digital village process. In this scenario, deregulation looming state and citizen participation electronic devices in order to generate ideas for Human Development. However, in either scenario, exclusion or inclusion digital, differences between resources and groups exacerbate asymmetries among Internet. This paper argues that, in both contexts, gap and digital village, electronic harassment Development inhibits. A review of the theoretical and conceptual frameworks and the report two findings on the state of knowledge warns that harassment is generated by perceptions of opportunity that associated with expectations of compatibility, usability and ease generate relationship asymmetric between users. Therefore, a model is proposed to study 1 phenomenon in order to open the discussion about the relevance of electronic devices in the dissemination of equity.

As part of the information society and socio digitals networks, management of the State and the Human Development, is the digital inclusion of vulnerable, marginalized or excluded sectors and cyber bullying implies a barrier to inclusion and bridging the gap dig this, then it seems contradictory that the skills and knowledge related to electronic devices and digital protocols serve for Human Development.

However, the social differences between Internet users are not only transferred to electronic networks, but 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 could have, although there are networks Subway lines that reduce these differences to create their own protocols, differences can be insensitive.

However, the skills, knowledge and values that involve the formation of the composition and cyber-agents and capabilities are a way of inclusion that could spread network the digital divide and digital exclusion.

Mexico occupies a peripheral place in the problem of the digital divide is scientific and technological advancement of electronic devices with access to information academic.

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 for its acronym in English). In contrast, Switzerland, Iceland and Finland have 100% coverage

In terms of Internet penetration, the cities of Mexico who are between 10 and 49 thousand as well as those with between 50 and 249 thousand inhabitants are slightly below the OECD average, but in cities with more than 250 thousand inhabitants, penetration is limited.

If subscriptions trafficking, Mexico occupies the fifth place among their economies with less scribes Internets. In this sense, Mexico is not among the countries with more intensive use of electronic devices and their applications.

Specification a Model for Study of Thinking Entrepreneurship

However, sixth place in terms of electronic commerce is occupied by Mexico, occupies the last place with the United States that was consolidated with the first place in terms of exports and imports of technology.

As issues concerning the digital divide and exclusion show that r and want an intervention among the countries of the OECD in order to reduce, promote inclusion and equity information. As the state guarantees digital services, not only speeds up the process of inclusion and development but generates networks of empathy, knowledge, entrepreneurship, innovation and satisfaction that explain the differences with respect to the same OECD countries

The aim of this work is complex a model for the study of the Internet harassment, establishing the assumptions for the theoretical, conceptual and empirical paths around harassment through some Information Technology and Communication (ICT), review the studies related to the topic to specify the relationships between the determining factors and be able to discuss the scope and limits of the specified model. Such an exercise will allow intervention scenarios anticipate oriented Human Development explaining the digital enterprise human capital.

This work is documentary cut since studies from 2010 to 2019 search criteria keywords are reviewed; "Entrepreneurship", "innovation", "utility", "support", "ease" or "accessibility" in three search engines: Dialnet, Latindex, Publñincex, Redalyc and Scielo considered bastions of information for an communities. Delphi technique was used to establish relationships paths dependence between factors advanced in the theoretical, empirical and conceptual frameworks. Is the hypotheses for contrasting scenarios according to literature?

THEORY OF INTERNAUT

The rational choice theory (TER) in the first instance, and the Theory of Human Capital (TCH) in the second instance, pose to human development and product optimization of information and resources. Both approaches warn a rational process that is activated by generating opportunities and skills training. The two theories so s have that freedom of choice predate the capabilities and responsibilities.

However, the TER assumes that the individual can gathersufficient information to anticipate unfavorable or favorable scenarios for their 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, it determines the optimized information management knowledge and expertise that will define objectives and carry colorful stars for achieving the purposes and goals (Reed & 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 the Acceptance of Technology (TAT).

The TAR points as a key to rational decisions and the formation of capital to the beliefs that are generated from the available information. Access to information sources generates content categorization and establishment of topics to be rejected or accepted by users of the media (Ajzen & Fishbein, 1974). Thus, the information processgenerates deliberate actions, but the generality of content Reiter das circumstances does not correspond to the decisions or actions expected. The TCP or that specific beliefs will correlate with the decisions and defined actions (Ajzen, 1991). This is how beliefs about the ease or usefulness of a technology will determine more punctually the intensive use of electronic devices.

Both theories, TAR and TCP ensures that the surrounding information is processed by and more belief for decision-making and actions related to digital technologies but shortchange the effect of that implies acceptance of devices that constant and mind are updating their informative applications. The TAT will propose the perceptions of utility and ease of use as the determining factors of the acceptance and intensive use of digital protocols and electronic devices (Davis, 1993).

Thus, the TER, TCH, TAR, TCP and TAT consistently explain the process of election, acceptance and use of technologies related to entrepreneurship will enhance human development.

Thus, the theory of Digital Entrepreneurship explains the emergence of agent's informatics, political cyber-actors, Internet and electronic devices that can expand or reduce the same digital gap that would be indicated by the equality and inequality, inclusion and exclusion, compliance and innovation, domination and liberation, control and deregulation, obedience and disobedience.

Also, the Theory of Social Entrepreneurship anticipate the outcropping of new agents, actors and subjects to the extent that electronic devices

Specification a Model for Study of Thinking Entrepreneurship

are evolving, innovation intensifies, and the risks increase.

BACKGROUND

If you consider the definition of cyberbullying and empirical evidence with other variables over a period of 2010 to 2019 dropped by search Dialnet, Latindex, publindex, redalyc and Scielo main reference data in Spanish for Latin America, then psychological studies of cyberbullying have demonstrated the direct, positive and significant effect of perceived usefulness on harassment, aggression or violence on the Internet or social networks.

Cyberbullying understood as a deliberate, premeditated and systematic attack on a group or individual over another group or individual helpless situation, it has been explained to do from differences between ethnic groups (Campbell & Smalling, 2013; Kupczyński, Mundi & Green, 2013), gender differences (Elizalde, 2010; Leon et al, 2011; Buelga & Pons, 2012), differences in pairs (Quintana et al, 2012; Romera, King & Ortega, 2011) differences between aggressors, bystanders and victims (Garcia et al, 2011; Mendoza, 2011; 2012; Valdes, Yanez & Martinez, 2013), by type of harassment (Martinez & Reild, 2013), differences for socialization (Garaigordobil, & Oñederra, 2010), by using devices (Garcia et al., 2010) and speeches (Gómez, 2013). But the cyberbullying not been explained from perceptual variables.

Although relations between the perceptual variables explain brandished cyberbullying, we must consider a perceptual factor namely the perception of harassment.

If the cyberbullying refers to a series of actions that intimidate or ridicule the use of technology by individuals or defenseless groups, then the perception of harassment of those symptoms experienced by users of a technology when would refer with other users who are perceived as threats to the adoption of a technology or at least encourage the development of skills and knowledge for self - defense of a victim of cyberbullying or harassment intensified by an aggressor.

Psychological studies of entrepreneurship warn that the perception of opportunity, derived from digital services that the state managed or self - managed citizenship is indicated by the ability, opportunism, compromise, propensity, innovation, trust, motivation and dedication.

Information Technology and Communication (ICT) to influence educational and organizational systems foster the development of perceptions utility that relate with production decisions, management and reproduction of knowledge (Zamiri, Mahamed & Baqutayan, 2012). Learning software involves not only profit expectations and profits but is also accompanied by the generation of a climate of co n bond and commitment within the learning group.

However, the intensive use of ICT requires technical support since most of it deals with devices that require constant maintenance. That is why the perceived usefulness increases when the device or software technology is supported by an expeditious and effective technical support (Zaidel & Zhu, 2010). When the support is perceived usefulness of technology is associated with the perception that technological and processes of teaching and learning are independent and intensive use of a device or software does not significantly increase instruction in the classroom. In contrast, users who considering essential technical support for the use of technologies assume that the service should be expedited as it involves losses and costs that can supremacies whether the maintenance of the devices are constantly made.

Because in education systems instructors determine the use of the devices and software based on their relationship with students rather than technical support, this implies that intensive use of technology often interrupted by lack (Bakabulindi, 2012). Faced with this situation, instructors develop perceptions of risk that gradually replace perceptions of utility.

Uncertainty, risk and insecurity are factors that influence satisfaction in the use of software or electronic device (Sharma & Abrol, 2011). In that 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 system maintenance.

But despite that organizations are exposed to contingencies, who make decisions are in chaos, development opportunities from the implementation of technologies or information. Decisions that will affect the work environment are subject by perceptions of usefulness in managerial controls (Wang and Huynh, 2013). Precisely these expectations are opportunities which encourage acceptance, adoption, implementation purchase devices or software in the transnationals. By partnering perceptions utility with the Roseville dad and safety determine adoption technology, the

Specification a Model for Study of Thinking Entrepreneurship

corresponding maintenance and updating involved (Jalal, Marzooj & Nabi, 2011). In cases where the handling of personal data involves risk perception by evil that might arise de personal information, credibility and privacy are determinants of personal capture data.

Referring to the perception of control, capacity and ease of use perceived at the time, training, training or induction to familiarize themselves with the technology, the perception of usefulness determined by the three heapabilities das the use of the electronic device (Kotaman, 2010). This is because users are motivated to use technologies from developing insights and skills intensive use.

As users guide these skills according to their goals, they meet their goals and disseminate their achievements in your team, trust, commitment and satisfaction undermine the effectiveness, efficiency and effectiveness forming a virtuous and innovative circle (García, Carreon Hernandez, Bustos, Morales & Lemon, 2013).

However, when the adoption, purchase and consumption of technology is the accessibility to the device rather than ease of use, control or manipulation determinesthe implementation and technology (Ramayahand, 2010). Under the technology is constantly changing, the inclusion of multiple functions generates helplessness or ambivalent users who perceive these rapid changes as barriers in their attempt to specialize in technology. For helplessness, 1 Users that do not adapt to technological change at the pace that these dictate them end up rejecting its use. In the case of ambivalence, this is seen in those users who have positive attitudes towards electronic devices but using them means a higher cost than b and ben- because without them the results vary lesser extent than with its implementation.

Both of helplessness and ambivalence can be explained by the relationship that perceptions have with beliefs, attitudes, decisions and behaviors (Tekeher, 2013). This is an automatic or linear, improvised or deliberate, spontaneous or planned, or systematic relationship in which:

- Perceptions of risk determine general beliefs, unfavorable attitudes, heuristic decisions and unforeseen actions:
- Perceptions of utility 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 predict resistance to change or update technology (Muten, Gezanwa & Fungai, 2013). Microentrepreneurs with older resist using electronic money while professionals with incomes above 10,000 US dollars are more prone to intensive use of technologies that update is steady.

In the case of digital financial protocols, indicator of economic development and scare n table, updating software to ensure the safety of investors, it creates uncertainty, risk, dissatisfaction and insecurity that inhibits alliances between multinationals and SMEs in local markets or the internationalization of SMEs through multinationals in the global market.

However, compatibility seems to have a greater influence on the acceptance of technology (Di Russo and Douglas, 2013). Users who accept other technologies associated with the one they intend to adopt are closer to its consumption compared to those who have not been users of any technology linked to the one they intend to acquire.

In fact, 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 technologies that have been taken generated enough confidence in users for acquirer any device or software related.

In organizations confidence in technology as well as in the working groups is critical to achieving goals (Hsuan Hsu, Shan & Ming, 2013). It is a process in which users can select a technology that will enhance. If users perceive a high degree of utility in the technology, then they approach a climate of trust that will be disseminated in the work groups, technology providers and customers. In contrast, users who have had negative experiences with technology inhibit selection of related technologies.

Thus accessibility, compatibility, usability, reliability, commitment, performance, sati s faction They are part of an organizational and technological process in which devices or software electronic are considered as instruments for achieving goals, Finance, quality control, knowledge management and innovation.

This is digital ecosystem in which users, managers, suppliers, customers and technologies or are involved in perceptual, emotional, attitudinal, motivational and intentional environments

Specification a Model for Study of Thinking Entrepreneurship

(Wiedmann, Hennings, Varelmann & Reeh, 2010). In these ecosystems to them as an organizational dilemma underlying confidence in users or dispositive technology. Both are critical to the development of the digital ecosystem, but only confidence in users generates commitment. In contrast, confidence in the technological affect's performance and satisfaction.

In the case of electronic devices, intensive use is linked to user satisfaction (Sago, 2013). An increase in frequency and hours of use leads to an increase in levels of satisfaction with technology. It is a compatibility between the technology and the lifestyle of the user since in its daily activities the technology allows a greater comfort, entertainment, performance or satisfaction.

Indeed, the intensive use of technology is related to the lifestyle of the users since the higher number of hours in the use of technology, needs and expectations adjust to the changes that the electronic device or corporate software (Ruiz Sanz & Tavera, 2010). However, this relationship between compatibility perceived and the use of technology to be mediated by attitudes toward technology reduces its predictive power as the categorization of devices constitutes acceptance reasons given, planned and systematic technology. This implies prior knowledge about the possibilities of technology, which does not always correspond with lifestyles.

Indeed, the formation of attitudes toward technology involves the emergence of perceptions on the quality of electronic devices. When users perceive the usefulness of technology in improving its performance, often perceived quality as a mediating factor regulating labor expectations and skills geared towards a product or service arises (Almahamid, McAdmas, Kalaldehy & Alsa, 2012).

Although perceived quality selects the usefulness of the technology, it is the perception of effectiveness that determines the usefulness of this technology (Ramirez, Rondán & Arenas, 2010). In this sense, users develop expectations not only of improving their function or purposes, but the possible results that may be obtained by accepting a certain technology.

Because the effectiveness refers to the difference between the expected objectives and results of working groups, underlying social influence as a determinant of adoption (Muhammad & Kabeer, 2013) technology. A decrease in the values of the expectation to the members of a working group influences the perceived usefulness of

technology. Similarly, in the case of risk perception deriving from group expectations, it also regulates the relationship between utility and the decision to use a technology.

The perceived effectiveness, expected utility, expectations for ease of use and control technology as well as attitudes, intentions and practices are aimed at user satisfaction (Thiruchelvi & Koteeswari, 2013). It is a virtuous circle in which the perceptions increase as technology produces user satisfaction builds trust, commitment and innovation in the working groups. That is, the intensive use of technology not only makes it compatible with a style of individual and group life, but well modifies its social appropriation.

The relationship between the individual and technology involves two perceptions of usefulness and ease of use that will impact on attitudes, intentions and behaviors. At the individual level the effects of intensive use of technology that can extend the groups. In the case of communities or societies, usefulness perceived to be associated with variables socioeconomic and sociocultural offers the possibility to explain the conflict and social change that implies acceptance of the (Torres, Robles and Molina, 2011) technology. In the first case, social conflict is observable in resistance to technological change and the oriented by a dominant social paradigm in which technologies were not necessary for everyday or production activities. The advent of ICT rating led a social conflict that led to the acceptance of technology and thus in a New Paradigm Technology, the main indicator of social change.

Acceptance of information technology and communication could be due to compatibility or usefulness, but it was the scalability understood as the inclusion of other technologies into one which determined the increment or selling of electronic devices (San Martin and Lopez, 2010). As technologies merged and included other services, the emerged as another added value of ICT.

The inclusion of several technologies into one device was not enough, it was essential that the companies responsible for providing digital services could compete unrestricted (Pepper, Aiken & Garner, 2011). That is why the 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.

Specification a Model for Study of Thinking Entrepreneurship

It is the adaptation of technology to the lifestyle of users, or to other information technologies. When there is an informational adequacy decision intensify technology (Shaheen, 2010). Conversely, mistrust is the factor that inhibits investment as it is an inadequate information. The information available is insufficient for decision making, or is information representing investment in higher - cost devices and uncertain benefits. This means that the technology is not flexible to 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 perform multiple functions and that quality determines investment in human capital (Mehra & Omidian, 2010). The technology that will enhance their skills, knowledge and values is here preventing traffic or loss of information.

Psychological studies of acceptance of technology have focused on perception or utility purposes, effectiveness, and quality control, as well as attitudes and intentions to be considered determinants of intensive use of electronic devices.

Users develop technology skills that allow them to increase their performance whenever there is a deliberate, planned and systematic. 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 compatibility, flexibility, scalability, portability, reliability and privacy that make fictile adoption of a technology and its eventual use.

However, when the relationship between user and technology is ambiguous and uncertain, underlies the perception of risk, unfavorable attitudes towards technology and intentions of resistance to change promotion the helplessness or ambivalence.

Associating psychological variables with sociological factors such as age, sex, occupation or income explain the individual and group situations that can be extended to the diagnosis of an organization, community or society. In that sense, a model of relations dependency would be relevant for the diagnosis of social group that intensively use ICT with emphasis on electronic and virtual social networks.

Studies on digital entrepreneurship show that perceptions of compatibility, usability and ease of use are essential to explain the adoption

process, acceptance and intensive technologies. Referring to the Theory of Digital Entrepreneurship, the state of knowledge warns that opportunism could explain the asymmetries between internauts and ciber-groups when establishing relations of power and influence where domination and social control would be associated with a perception of risk that would affect the conformity, or, perceptions of utility that would determine the innovation of minorities.

However, while studies on digital entrepreneurship warn that the protocols and electronic devices and skills are essential for is to topics in a virtual public agenda, theoretical and conceptual frameworks have models developed to explain the establishment of a virtual public agenda. Theories have advanced to the relationship between competition and innovation obviating the social and reducing it to the mere administration of a cyberbook.

As part of the transformation of the state, deregulation of the risks associated with information technology and communication, as well as the right to information, the digital venture would consist of dimensions of affection rather than rationality, because once subtracted the economic bias, entrepreneurship would be the exercise of freedoms, capabilities and responsibilities that transform the agent of social and digital change.

It refers to the digital enterprise freedoms and capabilities that precede change agents. Unlike Internet users react saturating servers to protest government policies, cyberagents are those who 1) provided the themes for dissemination in the m and god communication and 2) influence the electorate through systematic dissemination of their rights to access unrestricted access to information and privacy of personal data.

Is thus the digital entrepreneurship is linked to the social agency while promoting change from the digital skills of the Internet rather than from the use of violence or civil disobedience?

Therefore, the establishment of issues on the public agenda is the result of a reverse process that the media kept to influence mass societies attributing stereotypes to social groups, but now in the information society, networks communication exceed the ratings, but above all influence the decisions and actions of citizens to establish an issue on the public agenda that relates to some unfortunate decision of the authorities or rulers.

Specification a Model for Study of Thinking Entrepreneurship

If the digital venture is the result of public policies that promote inclusion of citizens in government affairs through digital services, then Digital Entrepreneurship Theory explain two processes: compliance and innovation.

If domination and social control is the purpose of a state and its citizens, then play conformity and obedience would be two indicators contrast with entrepreneurship and characteristic innovation transforming the state and participated in citizen TION public policy.

There are four areas in which the relationship between state and society generate Representations, habitus, field and capital reproduced from equity and inclusion, but also inequality and exclusion.

The digital divide as a result of domination and social control, conformity and obedience is explained from the power exercised by the majority groups on minority groups.

In contrast, the global village would spread confidence, entrepreneurship, co m commitment, innovation and satisfaction as central elements of state deregulation and citizen participation, but as a stage propellant perception of compatibility, usability and self - efficacy are determinants domination relations such as peer harassment.

Entrepreneurship refers to civil initiatives and citizens ' proposals on safety and sustainability with the aim of integrating such amendments in the pol book i ca, government policies, programs crime prevention and strategies impartation of justice and sustainability.

The social sciences have built models such as co - management integrated to such consisting of; 1) the **diagnosis** of social representations of the state and city indicated by the establishment of a public agenda on security-sustainability, 2) **disseminating** information about trust, commitment, Innovation and satisfaction as determinants of social representations of the state and citizenship; 3) the **evaluation** of diffusion determinants State representation and citizenship

However, building a civil calendar or social self - management involves the dissemination i n demands and resources, opportunities and skills training, as are the networks such that Trolling, Stalking, Bullying, Stashing and Texting.

Therefore, entrepreneurship cyberpolitics refers to intensive technologies Information and Communication, as well as electronic devices for establishing an age n given in terms of trolling, stalking or trending toward a figure or

political process. In the case of voting intentions or choices.

Human development is the intensification of education in virtual environments, but the issues relating to the groups that make up digital networks exacerbate differences that inhibit the development of computational skills. In the case of cyberbullying that is the product of the utility and efficacy information on the use of protocols and electronic devices while they are complemented by ridiculing strategies, sexism or aggression on the Internet. In this sense, human capital, as posed by choice forms skills, knowledge and values that not only lead to self-education, but the establishment of asymmetrical relations with their peers and networks that make up rather are an extension of social exclusion in the network.

Under that entrepreneurship is an emerging or at least adjacent to the uncertainty and risk phenomenon, main factors that motivate human development, present work is based on theoretical and conceptual frameworks to explain the entrepreneurialism digital.

Accordingly, the digital entrepreneurship understood as perceptions of opportunity and innovation management capabilities and a steerable knowledge to human development presupposes a community response to the issues concerning the digital divide.

As part of the Information Society, the digital venture is the product of scientific and technological advances in the intensive use of electron devices allow diversification initiatives and discussion of issues that by their degree of trend impact on public opinion.

However, the digital enterprise, unlike the social entrepreneurship is subedited to do with technological advancement and adoption of lifestyles compatible with electronic and discursive innovations of Internet users. While the digital venture involves specialization and updating knowledge and skills, social entrepreneurship 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 decisive initiatives person to them, group or organizational, but are perceptions of compatibility, usability and ease of use of the devices electronic explaining the generation of ideas and innovation, but also harassment among users.

If social entrepreneurship determines the Human Development, then the perception of opportunity,

Specification a Model for Study of Thinking Entrepreneurship

risk and self - efficacy are explanatory factors of educational advancement, labor and a river, but in the case of digital entrepreneurship, perceived compatibility, usability and ease of use not only explain the progress of human capital, but also harassment peer when interacting with a technology or electronic device.

There are three scenarios that this revision expected; 1) digital enterprise as indicator of the gap between Internet and digital cybergroups. In this scenario, the management and innovation of knowledge is unregulated by the state and subject to for-profit organizations, 2) digital entrepreneurship as an indicator of equity informational activism and Internet. Management and innovation depend on the empathetic relations, the co m commitment and life satisfaction generating information exchange, 3) digital enterprise as an indicator of the informational diversity promoted by the transformation of strengthening of citizen participation and the opening of the media and access to technologies and electronic devices.

Each of the three scenarios involves the interaction between software agents, actor's cyber-politics, and Internet and e artificial intelligences that how compatible, utility and other scenarios build self - efficacy power, influence, control and social domination

However, the perception of opportunity seems to appear as a key factor in advanced of any of the scenarios, as while the state does not guarantee access to Internet and citizenship not access, cyber-spheres of Internet gene and ran opportunities to be perceived by other cyber-users represent the approach Investigation this process.

MODEL AN INTERNAUT

The model specification involves explaining relationships between variables that interactive can be correlated with a third variable, the specification may size that form a construct or latent variable from which it is intended to explain the emergence of a new process such as the digital enterprise. Thus, reflective dimensional model assumes that each of the indicators is linked together by the influence of a process common factor is also emerging as well.

From the theoretical, conceptual and empirical review it was possible to establish a model for the study of entrepreneurship cyberpolitical. The proposal includes four explanatory hypotheses paths of dependency relationships among the factors established as determinants in the literature.

The model variables include those most commonly cited, but also the specifications of other models would accommodate the use explanatory logic social networks electronics. Indeed, perceptions of control, efficiency, utility and risk interrelation attitudes, intentions and use of technology to explain the satisfaction.

In this network of relationships socio - cultural variables relating to standards, beliefs and values, socio economic and demographic variables such as gender, age, occupation, income, and marital status, and organizational variables concerning 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 between users and technology.

However, when satisfaction with technology and perceptions of control and constructs risk that psychological studies have not established empirically, the relationship model specified dependency only included perceptions of efficiency and utility as exogenous constructs that directly affect the use of technology, and uprightly through mediating variables such as attitude to technology and intention of use. The model includes nine hypotheses considering the direct and relationships lines between perceptions and use of technology.

Thus, the interrelationship between the perception of efficiency and utility perceived directly and indirectly determine the intensive technology (hypothesis 1a). In consequence, expectations efficient operation from adopting technology would impact directly on intensive use (hypothesis 1b). the perception of efficiency to influence decisions making electronic devices increases its predictive power over or so of technology (hypothesis 1c). Similarly, the expectation of improving the impact decisions consumer electronics determine u so technology (hypothesis 1d).

Now, when expectations increase efficiency by adopting a technology produce category that influence consumer decisions and are in the US technology. Similarly, the expected benefits from the use of technology generate favorable attitude their acceptance decisions and these will improve us or technology.

However, the use of technology may be because consumers simply categorization a device as favorable for abstention of its objectives, or the use of technology could be because acceptance

Specification a Model for Study of Thinking Entrepreneurship

decisions had an emotional origin (hypothesis 8). That is, as technology product or service is likely to be prom or life as an object of desire and it is from this phenomenon that consumers accept, purchase, adopt and use technology.

FINAL CONSIDERATIONS

The contribution of this the state of knowledge lies in specifying including three hypotheses explaining trajectories relationships between determinants of the enterprise in the form of Trolling, Stalking, Trending , but unlike the social enterprise which involves the construction of a public agenda to empathy, commitment, innovation and cooperation, entrepreneurship cyber-politic assumes that civil initiatives and proposals are conceived from distrust to the authorities, just as through monitoring or supporting figures or political processes.

However, studies of mass communication warn two logical consisting of the likelihood of state propaganda and verifiability of its achievements released in aspects that the model does not include but should be considered in scenarios of info r month government or elections.

This work has exposed the problem of the digital divide to be inserted into the distortion of the issue and to review the theoretical and conceptual frameworks and the latest findings in order to propose a model of reflective relations for the study of entrepreneurship with emphasis on the perception of opportunity, major factor in the documentary.

However, the digital enterprise, unlike the social entrepreneurship involves perceptions opportunity focused on electronic devices rather than trust. In this regard, it is necessary to study the impact of technological advances on is i the life of Internet users, their abilities and use decisions. As investigations will specialize will be possible to anticipate scenarios that human development will be the result of venture spheres civil or citizens rather than the state administration since the transcultural and transterritoriality of involves a digital government to ensure the same principles of freedom, justice and equity.

However, studies concerning the digital enterprise in its field intensive shows that perceptions of compatibility, usability and ease are determinants of relationship asymmetric between cyber-users and thereby asymmetries. That s because social exclusion seems to be played on the Internet, but processing capabilities information depending on the evolution of technology which would explain the digital divide between them Internet.

The difference between Internet users and cyberagents lies not only in their capacity or competences, but the opportunities and freedoms that the state restricts to monitor digital protocols, or, deregulate by allowing the violation of privacy. According to the theoretical and conceptual frameworks, taking risks assumed Internet users decided to take when compared to the benefits communicative. In contrast, the state of knowledge warns that the cyberbullying is the main factor of exclusion, thereby reducing the electronic devices and digital skills that exacerbate the digital divide in the same users of the same generation.

Consequently, a model was proposed to address discrepancies between theories, m or Delos and studies on social entrepreneurship. In this specification relations, cyberbullying only considered an indicator of the digital divide, although eight dimensions for the study of a factor associated with entrepreneurship are proposed, the perception of opportunity should have more dimensions that relate to the use of electronic devices and skills development for the harassment of users who are unaware of their der and digital civil.

However, the digital divide will not be reduced only to the promotion of rights on the Internet, but with the transformation of protests or electronic forms with the development of abilities and knowledge to not only react to the exclusion, but to promote equitable relationships and not discriminate between users on the same network or protocol electronic.

That is, it requires empowering victims of cyberbullying to increase their self - esteem, but also to hone their skills that will enable you to build virtual scenarios of respect and solidarity, commitment and empathy for those without computer skills and digital capabilities that society demand information every day.

The empirical test of the model specified allow progress towards predicting violent and aggressive styles of life and compare devices that facilitate empathy, commitment and satisfaction without users are confronted.

This work has systematized the state focused on establishing knowledge between ethnic groups, sex, couple, perpetrators, bystanders, victims, or differences in terms of socialization; devices or speeches regarding cyberbullying.

However, these findings have contributed to the discussion on the Human Development as a scenario in which perceptions of usefulness, self

Specification a Model for Study of Thinking Entrepreneurship

- efficacy and compatibility are inferences to differences between groups and socialization of devices and speeches.

As differences are exacerbated between groups, there emerges a debate on the perceptual factors that make them different to the requirements of human development focused on human capital formation and would in cyberbullying one consequences of differences found in the literature review.

However, the state of knowledge does not establish a link between group differences with respect to the observed differences in socialization of devices and corresponding speeches.

It is therefore necessary to carry out a study on the differences between groups and differences as to the uses of technology. In this process, useful perceptions, to efficacy and compatibility allow clarify the connection between groups and academic training devices.

It is likely that the difference between groups allow anticipate and uses perceptual differences device, but it could happen that, in symmetric groups, perceptions utility, self - efficacy and compatibility generate or at least exacerbate differences observed.

If perceptions are determinants of differences between groups and uses of technologies, then it will be possible to anticipate the emergence of cyberbullying no longer as a group phenomenon or pal, but as a phenomenon in which electronic devices generate perceptions that exacerbate harassment even or uneven.

The contribution of this work to the theoretical and conceptual frameworks and the findings reported by the state of knowledge lies in the proposal of a model for the study of exclusion and digital, or gap, building a global digital village in which entrepreneurship and innovation would be their preponderant indicators.

However, the model does not include variables of technological and organizational order anticipate differences between users no longer from their skills and knowledge, but s of the resources available and the groups to which they belong.

This paper discussed the theoretical, empirical and conceptual axes cyberbullying around which human development has been regarded as a stage affinities, perceptions and capabilities. This trident largely explains the relationship between users and technology at the time of filing asymmetrical relations.

Revised frameworks pose to cyberbullying as a result of the compatibility between aggressive styles of life and information technologies that will enhance the ac or so among peers. Asymmetrical relations that are developing in social networks represent the emergence of information technologies that facilitate anonymity and encourage diversification of aggression.

Internet is a scenario in which converge opportunities and capabilities, factors permit understand the cyberbullying as a phenomenon of social networks whose impact on perceptions focuses on the individual and the devices can be used for aggressive purposes.

Regarding the study of Carreón and Garcia (2013) in which violence is seen as a major factor in transforming public safety perceptions insecurity, this paper has stated that electronic devices accelerate transformation in question. This is because violence, according to this study, derived from the asymmetrical relationship between authorities and public.

Indeed, violence being the result of perceptions of social exclusion is a spread of beliefs, attitudes, decisions and behavior in areas technologies like the Internet and social networks.

However, theories, concepts and findings are still focused on raising the cyberbullying as a psychological state between victim and aggressor. Thus, review to allusive the impact of ICT on the lifestyles emphasizes perceptions as determinants of the adoption of an electronic device, the main instrument of aggression against Internet users and social networking.

Thus, human development is not only a scenario of asymmetrical relations that result in violence and aggression, it is also an area of perceived usefulness in technologies and devices become instruments of harassment.

The cyberbullying referring to human development implies:

Opportunities, technologies and capabilities to reproduce the asymmetric relations that are developing in everyday life. In this regard, harassment, aggression and violence on the Internet and social networks indicate the convergence of electronic devices and computation skills used to exacerbate differences between aggressors and victims.

Theories, concepts and findings that explain the asymmetric relations between users of Internet. Thus the profile of the aggressor in social networks seems to have a perception of value

Specification a Model for Study of Thinking Entrepreneurship

that triggers perceptions of ease, attitudes, intentions and behaviors of harassment of users who do not perceive the usefulness of networks for their defense, or not to have strategies to inhibit harassment, to report attacks or prevent saw.

Internet and social networks as potential scenarios for harassment, aggression and violence as these technologies inhibit solitude with continuous and ongoing user interaction.

REFERENCES

- [1] Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human and Processes Decisions*, 50, 179-2011
- [2] Ajzen, I. & Fishbein, M. (1974). Influencing factors intention intentions and behavior relation. *Human Relations*, 27, 1-15
- [3] Almahamid, S., McAdmas, A., Kalaldehy, T. & Alsa, T. (2012). The relationships between perceived usefulness, perceived ease of use, perceived quality information, and use e-intention the government. *Journal of Theoretical and Applied Information Technology*, 1, 30-44
- [4] Bakabulindi, F. (2012). Does use of ICT Relate With the way it is perceived? Evidence from Mekerere University. *International Journal of Computing and ICT Research*, 6, 75-94
- [5] Ballester, R., Gil, M., Gomez, S. & Gil, B. (2010). Psychometric properties of a instrument evaluation of addiction to cybersex. *Psicothema* 22, 1048-1063
- [6] Bizer, G., Larsen, J. & Petty, R. (2010). Exploring the valence framing effect: Enhances framing negative attitude strength. *Political Psychology*. 32, 59-80
- [7] Buelga, S. & Pons, J. (2012). Aggression among teens via mobile phone e Internet. *Psychological Intervention*, 21, 91-101
- [8] Campbell, E. & Smalling, S. (2013). American Indians and Bullying in school. *Journal of Indigenous Social Development*, 2, 1-15
- [9] Campillo, C. (2012). Strategic management of municipal information. Analysis of issues, treatment and invaded the town hall of Elche (1995 -2007). *Innovation & Communication*. 3 149 170
- [10] Cardon, M., Gregoire, D., Stevens, C. & Patel, P. (2013). Measuring entrepreneurial passion: conceptual foundations and scale validation. *Journal of Business Venturing*, 28, 373-396
- [11] Chuo, YH., Tsai, CH., Lan, YL. & Tsai, CS. (2011). The effect of organizational support, self-efficacy and computer anxiety on the usage intention of e-learning system in hospi such. *African Journal of Business Management*, 5, 5518-5523
- [12] Danes, S. & Juyoung, J. (2013). Copreneural identity new venture development During creation. *Journal of Family Business Management*, 3 45-61
- [13] Davis, F. (1993). User acceptance of information technology: systems Characteristics, user perception and behavioral impacts. *International Journal of Man Machine Studies*, 8, 475-487
- [14] Di Russo, D. and Douglas, M. (2013). The validity of the technology acceptance model in collaboration system software. *Business and Management Reviews*, 3: 1-5
- [15] Diaz, C., Hernandez, R. Roland, J. (2012). A structural model of the antecedents to Entrepreneurial capacity. *International Small Business Journal*, 30, 850-872
- [16] Elizalde, A. (2010). Descriptive study of coping strategies bullying in Mexican teachers. *Journal of Research in Educational Psychology*, 8, 353-372
- [17] Fenoll, V. (2011). User's assets and liabilities. The audience interactivity in digital media. *Journal of Social Sciences*. 51, 1-26
- [18] Flores, L. & Mendieta, A. (2012). The perception of sensationalist journalism on the front, a case study. *Journal of Communication*. 14, 1-13
- [19] Source, A., Smith, J. and Gracia, E. (2010). Internet and social support: online sociability and AJU s you in psychosocial information society. *Psychological action*. 7: 9-15
- [20] Garcia, C. (2011). Structure of attitudes towards e-commerce. *Contributions to Economics*, 14, 1-10
- [21] Garcia, C. (2012). Hybrid structure of socio-demographic determinants of consumer electronics. *Gepu*, 3, 43-53
- [22] Garcia, C. (2013). Reliability and validity of a measuring instrument internet search. *Antioch*, 5, (1) 27-34
- [23] Garcia, L., Orellana, O., Pomalaya, R., Yanac, E., Orellana, D., Sotelo, L., Herrera, E., Sotelo, N., Chavez, H. & Fernandi, P. (2011). Peer bullying (bullying): empathy and social maladjustment in participants bullying. *Journal of Research in Psychology*, 14, 271-276
- [24] Garis, A. (2010). Temporal logic model checking software. Origin and evolution to modern times. *Fundamentals of Arts*, 11 (21), 151-162
- [25] Gómez, A. (2013). Bullying the power of violence. A qualitative perspective on actors and victims in Colima primary schools. *Research Education*, 18, 839-870
- [26] Groshek, J. (2011). Media, instability, to democracy: examining the granger causal relationships of the 122 country clubs from 1943-2003. *Journal of Communication*. 61, 1161-1182
- [27] Gu, M. & Goldfarb, B. (2010). Affect and the framing effect witting Individuals over time: risk taking investment in a dynamic simulation. *Academic Journal of Management*. 53, 411-431
- [28] Hallak, R., Brown, G. Lindsay, N. (2012). The place identity relationships among tourism entrepreneur's performance: a structural equation

- modeling analysis. *Tourism Management*, 33, 143-154
- [29] Hazlina, N., Mohd, A. & Rohaida, S. (2012). Nurturing entrepreneurship to enhance job performance: the role of pro-intrapreneurship organizational architecture. *Journal of Innovation Management in Small & Medium Enterprises*, 9: 1-9
- [30] Hee, D. McDaniel, S. (2011). Using an extended Technology Acceptance Model in exploring antecedents to Adopting fantasy sports league websites. *International Journal of Sport Marketing & Sponsorships*, 17, 240-253
- [31] Hsuan, Y., Hsu, C., Shan, R. and Ming, C. (2013). The effects of website trust, perceived ease of use, and perceived usefulness on consumer online booking intention: Evidence from Taiwan B2B sector. *Life Science Journal*, 10, 1516-1523
- [32] Humanes, M. Moreno, M. (2012). The calendar effect on campaign issues in general provisions 2008. *Magazine Strategy, Trend and Innovation Communication*, 3, 191-207
- [33] National Institute of Statistics, Geography and Informatics (2010). *XIII National Population and Housing Census*. Mexico: INEGI
- [34] Izquierdo, L. (2012). The thematic consistency in international sections of the Madrid daily against local sections. *Communication Papers, Media Literacy & Gender Studies*, 1, 97-104
- [35] Jalal, A., Marzooj, J. & Nabi, H. (2011). Evaluating the impacts of online banking motivating factors of the process of e-banking. *Journal of Management of a Sustainability*, 1, 32-42
- [36] Jyoti, J. & Jyoti S. (2011). Factors Affecting orientation and satisfaction of women entrepreneurs in rural India. *Annals of Innovation Entrepreneurships*, 2, 1-8
- [37] Kabeer, and Muhammad A., A. (2013). Factors Affecting Adopting in mobile banking in Pakistan: Empirical evidence. *International Journal and Research in Business and Social Science*, 3, 54-61
- [38] Kotaman, H. (2010). Turkish early childhood educators' sense of teacher efficacy. *Education & Psychology*, 8, 603-516
- [39] Kupczyński, L., Mundi, and M. Green, M. (2013). The prevalence of cyberbullying among groups of high school students. *International Journal Educational Research*, 1, 48-53
- [40] Leon, B., Brown, E., Fajardo, F. & Gómez, T. (2012). Cyberbullying in a sample of students of secondary education: modulatory variables and social networks. *Journal of Research in Educational Psychology*, 10, 771-778
- [41] Long, H. (2013). The Relationships among learning orientation, market orientation, Entrepreneurial orientation, and firm performance. *Management Review*, 20, 37-46
- [42] Lopez, L. & Lopez, J. (2011). Models adoption of information technologies from the attitudinal paradigm. *Notebooks EBAPÉ*, 9, 176-196
- [43] Mao, Y., Richter, M., Burns, K. & Chaw, J. (2012). Homelessness coverage, social reality, and media ownerships: Comparing to national newspapers to regional newspapers Within Canada. *Mass Communication & Journalism*, 2 1/7
- [44] Mehra, V. & Omidian, F. (2010). Predicting Factors Affecting university student's attitudes to adopt e-learning in using Technology Acceptance Model. *International Journal of New Trends in Education of Their Implications*, 1, 33-43
- [45] Mendoza, B. (2011). Bullying peer and scaling aggression teacher student relationship. *Psychology Iberoamerican*, 19, 58-71
- [46] Mutengezanwa, M. & Fungai, M. (2013). Socio-demographic factors Influencing adoption of Internet banking in Zimbabwe. *Journal of Sustainable Development in Africa*, 15, 132-141
- [47] Nisbet, E., Stoycheff, E. & Pearce, K. (2012). Internet use and democratic demand: a multicorrelational, multi-level model of Internet use and Citizen Attitudes About Democracy. *Journal of Communication*, 62, 249-265
- [48] Orantes, S. (2011). Feasibility Acceptance Model Technology in Mexican companies. An approach to the attitudes and perceptions of the users of information. *University Digital magazine*, 12, 1-15
- [49] Pepper, W., Aiken, M. & Garner, B. (2011). Usefulness and usability of a system multilingual meeting. *GLOBAR Journal of Computer Science and Technology*, 11, 34-39
- [50] Ramayah, T. & Ignatius, J. (2010). Intention to shop online: The mediating role of perceived ease of use. *Middle East Journal of Scientific Research*, 5, 152-156
- [51] Ramirez, P., Rondán, F. & Arenas, J. (2010). Influence of gender on the perception and adoption of e-learning: an exploratory study in a Chilean university. *Journal of Technology Management of Innovation*, 5, 129-141
- [52] Rante, Y. & Warokka, A. (2013). The interrelative nexus of indigenous economic growth and small business development: do local culture, government role, and entrepreneurial behavior play the role? *Journal of Innovation Management in Small & Medium Enterprises*, 19, 1-19
- [53] Reed, E. & Wolniak, G. (2005). Diagnosis or determination: Human Capital assessment through Explained Theory and the concept of skills. *Journal of Sociology*, 1, 1-15
- [54] Rojas, R., Garcia, V. & Garcia, E. (2011). The influence on corporate entrepreneurship of technological variables. *Industrial Management & Data System*, 111 984-1005
- [55] Rojas, Rodrigo., Garcia, Victor., & Ramirez, Antonio (2011). How can we Increase Spanish

Specification a Model for Study of Thinking Entrepreneurship

- technology firm? *Journal of Knowledge Management*. 15, 759-778
- [56] Ruiz, C., Sanz, S. & Tavera, J. (2010). Analysis of the determinants of using SMS to participate in television programs. *Notebooks of Management*, 10, 117-132
- [57] Sago, B. (2013). Factors Influencing social media adoption and frequency of use: And examination of Facebook, Twitter, and Google+. *International Journal of Business and Commerce*. 3, 1-14
- [58] San Martin, S. & Lopez, B. (2010). Purchase possibilities B2C mobile phone sales compared with the Internet. *Journal of Management*, 10, 17-34
- [59] Sandoval, R. & Saucedo, N. (2010). Stakeholders in social networks: the case of Hi5 and Facebook in Mexico. *Education and Humanities*. 4, 132-142
- [60] Shaheen, Y. (2010). The perceived usefulness of information for investment decisions: Evidence from Palestine Securities Exchange. *Hebron University Research Journal*, 5, 283-307
- [61] Sharma, R. & Abrol, S. (2011). Concentration of Online Banking. *International Research & Education Consortium*, 1, 22-35
- [62] Shroff, R., Denenn, C. & Ng, E. (2011). Analysis of the Technology Acceptance Model in examining student's behavioral intention to use an e-portfolio system. *Australasian Journal of Educational Technology*. 27, 600-618
- [63] Simsek, A. (2011). The relationships between computer anxiety and computer self-efficacy. *Contemporary Educational Technology*. 2, 177-187
- [64] Summer, L. (2011). The Theory of Planned Behavior and the impact of past behavior. *International Business & Economics Research Journal*. 10, 91-110
- [65] Teh, P., Chong, C., Yong, C. & Yew, S. (2010). Internet self-efficacy, computer self-efficacy, and cultural factors on knowledge sharing behavior. *African Journal of Business Management*. 4, 4086-4095
- [66] Tekeher, S. (2013). Mathematics teacher educator's and preservice teacher's beliefs about the use of technology in teaching in African university. *International Journal of Innovative Research Interdisciplinary*, 12, 9-20
- [67] Thiruchelvi, A. & Koteeswari, S. (2013). A conceptual framework of employees' intention to use Continuance of e-learning system. *Asian Journal of Research in Economic and Business Management*, 1, 3-6
- [68] Torres, C., Robles, J. & Molina, O. (2011). Why do we use the information technologies and communications? A study on the social foundations of individual utility Internet. *Magazine International of Sociology*, 69, 371-392
- [69] Wang, D. & Huynh, Q. (2013). An assessment of the role of the perceived usefulness in the adoption of management accounting practices. *African Journal of Social Sciences*, 3, 85-96
- [70] Wiedmann, K., Hennings, N., Varelmann, D. & Reeh, M. (2010). Determinants of Consumers perceived trust in IT-ecosystems. *Journal of Theoretical Applied Electronic Commerce Research*, 5, 137-154
- [71] Wirth, W., Matthes, J., Schemer, C., Wettstein, M., Friemel, T., Hänggli, R. & Siegert, G. (2010). Agenda building and setting in referendum campaign: the flow of arguments investigating among campaigners, the media, and the public. *Journalism & Mass Media Communication*. 87, 328-345
- [72] Yuangion, Y. (2011). The impact of strong ties on entrepreneurial intention. An empirical study based on the mediating role of self-efficacy. *Journal Entrepreneurship*, 3, 147-158
- [73] Zaidel, M. and Zhu, D. (2010). Utilization of technical support by instructor in commuter its p porter learning. *International Journal of Arts and Sciences*, 14, 12-19
- [74] Zamiri, M., Mahamed, S. & Baqutayan, S. (2012). Exploring that knowledge factor influence sharing behavior via computer. *Journal of Emerging Trends Computing and Information Science*, 3, 799-805
- [75] Zampetakis, L. & Moustakis, V. (2013). Entrepreneurial behavior in the grekk public sector. *Emerald*, 13: 1-7

Citation: Cruz Garcia Lirios, "Specification a Model for Study of Thinking Entrepreneurship", *Annals of Language and Literature*, 4(2), 2020, pp 28-40.

Copyright: © 2020 Cruz Garcia Lirios. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.