SUSTAINABLE DEVELOPMENT IN THE LITERATURE FROM 2020 TO 2024

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ABSTRACT

Governance and Local Development are two processes that converge in the framework of sustainability, as the discussion and consensus pose axes and issues that lays around resources, opportunities, capabilities and municipal responsibilities. In this sense, the objective of this work was to expose the relationship from a desk study. In the first phase indexed with ISSN and DOI registration issued during the period from 2020-2024 data bases representative of Latin America (DIALNET, LATINDEX and REDALYC) sources were selected. Subsequenty, in the second phase, the information was processed in a matrix of content analysis in order to extract the topics of discussion for the construction of an agenda. In the third phase, the selected information is contrasted with a specific case of endogenous development. Finally, based on the state of knowledge the themes were compared.

Keywords; *Local Development, sustainability, governance agenda community*

INTRODUCTION

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

Human Development supposes the intensification of education in virtual settings, but the problems related to the groups that make up digital networks exacerbate differences that inhibit the development of computational skills. This is the case of cyberbullying, which is the product of the usefulness and self-efficacy in the use of information protocols and electronic devices, insofar as these are complemented with strategies of ridicule, sexism or aggression on the Internet. In this sense, human capital, as proposed by rational choice, makes up skills, knowledge and values that not only lead to self-training, but also to the establishment of asymmetric relationships with their peers and the networks they make up are rather an extension of social exclusion in the network.
In contrast, digital entrepreneurship understood as perceptions of opportunity and management and innovation capacities of knowledge oriented towards Human Development supposes responses of a community to problems related to the digital divide.

Within the framework of the Information Society, digital entrepreneurship is the product of scientific and technological advances in which the intensive use of electronic devices allows the diversification of initiatives, as well as the discussion of issues that, due to their degree of tendency, will impact in public opinion.
However, digital entrepreneurship, unlike social entrepreneurship, is subject to technological progress and the adoption of lifestyles compatible with the electronic and discursive innovations of Internet users. While digital entrepreneurship involves specializing and updating knowledge and skills, social entrepreneurship involves perceptions of risk and opportunity.

A review of psychological studies of social and digital entrepreneurship shows that perceptions of risk, self-efficacy and opportunity are determinants of personal, group or organizational initiatives, but it is the perceptions of compatibility, usefulness and ease of use of electronic devices that explain the generation and innovation of ideas, but also the harassment between users.
If social entrepreneurship determines Human Development, then the perception of opportunity, risk and self-efficacy are explanatory factors of educational, work and health progress, but in the case of digital entrepreneurship, the perception of compatibility, usefulness and ease of use not only explain the advancement of human capital, but also peer harassment when interacting through a technology or electronic device.
Therefore, the objective of this paper is to review the studies related to digital entrepreneurship, knowledge management and innovation to specify the relationships between the determining factors and to be able to discuss the scope and limits of the specified model. Such an exercise will allow anticipating scenarios of discussion, harassment and intervention oriented to Human Development through the explanation of the digital entrepreneurship of human capital.

There are three scenarios that this review expects; 1) digital entrepreneurship as an indicator of the digital gap between Internet users and cybergroups. In this scenario, knowledge management and innovation is deregulated by the State and subordinated to for-profit organizations, 2) digital entrepreneurship as an indicator of informational equity between hackivists and Internet users. Management and innovation depend on empathic relationships, commitment and vital satisfaction generated by the exchange of information, 3) digital entrepreneurship as an indicator of informational diversity promoted by the transformation of the State and the intensification of citizen participation, as well as the openness of the media and access to technologies and electronic devices.
Each of the three scenarios supposes the interrelation between computer agents, cyberpolitical actors, Internet users and artificial intelligences that, due to their degree of compatibility, utility and self-efficacy, will build other scenarios of power, influence, control and social domination.

However, the perception of opportunity seems to be a key factor in the advent of some of the scenarios, since as long as the State does not guarantee access to the Internet and citizens do not self-manage their access to the Internet, the cyber spheres of Internet users generate opportunities that when perceived by other cyber users, they suppose the investigative approach in this process.
What would be the dimensions of the perception of opportunity in a context of digital divide, equality and electronic inclusion or hactivism?
The answer to this question has not yet been elaborated by the theoretical and conceptual frameworks nor has it been reported as a finding in the state of knowledge, but it has been raised by the classic undertaking in which it is possible to identify eight dimensions that could be antecedents of the dimensional factors of digital entrepreneurship.

It is for this reason that the present work is of a documentary nature since the studies from 2020 to 2024 are reviewed following the keyword search criteria; "entrepreneurship", " innovation", "usefulness", "compatibility", "ease" or "accessibility" in three search engines: DIALNET, REDALYC and LATINDEX considered as bastions of information for university communities.

ISSUES RELATED TO THE DIGITAL DIVIDE
If Human Development supposes the digital inclusion of vulnerable, marginalized or excluded sectors and cyberbullying implies a barrier for the inclusion and reduction of the digital gap, 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 are also exacerbated as the predominant language is English, or else, updates require better electronic devices that only those who have the economic resources and the social recognition could have, although there are underground networks that reduce those differences by creating their own protocols, the differences are intensified.
However, the skills, knowledge and values involved in the formation of the skills and abilities of cyberpeople are a way of inclusion that, when disseminated, could reduce the digital divide and digital exclusion.
Mexico occupies a peripheral place in the problem of the digital gap that consists of the scientific and technological progress of electronic devices with access to academic information.
In the area of Internet accessibility, Mexico occupies the last place with respect to other member countries of the Organization for Economic Cooperation and Development (OECD for its acronym in English). In contrast, Switzerland, Iceland and Finland have 100% coverage
Regarding Internet penetration, Mexican cities with between 10,000 and 49,000 inhabitants , as well as those with between 50,000 and 249,000 inhabitants, are slightly below the OECD average, but in cities with more than 250,000 inhabitants penetration is limited.
If trafficking subscriptions, Mexico ranks fifth among the economies with fewer Internet subscribers. In this sense, Mexico is not among the countries with the highest intensive use of electronic devices and their corresponding applications.

However, sixth place in terms of electronic commerce is occupied by Mexico, while Iceland occupies the last place with respect to the United States, which was consolidated with the first place in terms of technology exports and imports.
In summary, the problems related to the digital divide and electronic exclusion show that an intervention is required among the countries that make up the OECD in order to reduce the gap, promote inclusion and information equity. As the State guarantees digital services, it not only accelerates the process of inclusion and development, but also generates networks of empathy, knowledge, entrepreneurship, innovation and satisfaction that explain the differences with respect to the same OECD countries

DIGITAL ENTREPRENEURSHIP THEORY
Digital entrepreneurship refers to freedoms and capabilities that precede the agents of change. Unlike Internet users who react by saturating servers in protest of public policies, cyberagents are the ones who 1) establish the topics of dissemination in the media and 2) influence the electorate through the systematic dissemination of their rights to unrestricted access to information and privacy of personal data.
In this way, digital entrepreneurship is linked to social agency insofar as it promotes change based on the digital skills of Internet users rather than based on the use of violence or civil disobedience.
Consequently, the establishment of issues related to the public agenda is the result of an inverse process that the media maintained to influence mass societies by attributing stereotypes to social groups, but now in the infor-

mation society, networks of communication exceed audience levels, but above all they influence the decisions and actions of citizens by establishing an issue on the public agenda that is related to some unfortunate decision of the authorities or rulers.

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

If domination and social control is the purpose of a State and its citizens, then the reproduction of conformity and obedience would be two indicators that contrast with the entrepreneurship and innovation characteristic of the transformation of the State and citizen participation in politics. public.

These are four areas in which the relationship between State and society generate representations, habitus, fields and capitals from which equity and inclusion are reproduced, but also inequity and exclusion.

The digital gap as a product of domination and social control, conformity and obedience is explained from the power exercised by majority groups over minority groups.

In contrast, the global village would suppose the dissemination of trust, entrepreneurship, commitment, innovation and satisfaction as central elements of the deregulation of the State and citizen participation, but as a propelling scenario of perceptions of compatibility, usefulness and self-efficacy that are determining factors in relationships. of domination such as peer bullying.

In this way, the Theory of Digital Entrepreneurship explains the emergence of information agents, political cyberactors, Internet users and electronic devices that can widen or reduce the digital gap itself, which would be indicated by equity and inequity, inclusion and exclusion, conformity and innovation, domination and liberation, control and deregulation, obedience and disobedience.

Also, the Theory of Social Entrepreneurship would anticipate the emergence of new agents, actors and subjects as electronic devices evolve, innovation intensifies and risks increase.

STATE OF KNOWLEDGE REGARDING CYBERBULLYNG AS A FACTOR OF DIGITAL EXCLUSION

If we consider the definition of cyberbullying and empirical testing with other variables in a period from 2020 to 2024 thrown by a search in Radalyc, Latindex, Dialnet, main references of data in Spanish for Latin America, then the psychological studies of cyberbullying (see figure 3) have shown the direct, positive and significant effect of the perception of usefulness on harassment, aggression or violence on the Internet or social networks.

Cyberbullying, understood as deliberate, malicious and systematic aggression by a group or individual against another group or individual in a defenseless situation, has been explained based on differences between ethnic groups (Campbell & Smalling, 2013; Kupczynski, Mundi and Green, 2013), differences by sex (Elizalde, 2010; León et al., 2011; Buelga and Pons, 2012) , differences by pairs (Quintana et al., 2012; Romera, Rey & Ortega, 2011), differences between aggressors, spectators and victims (García et al., 2011; Mendoza, 2011; 2012; Valdés, Yañez & Martínez, 2013), by type of harassment (Martínez, & Reild, 2013), differences due to socialization (Garaigordobil, & Oñederra, 2010), by use of devices (García et al., 2010) and by speeches (Gómez, 2013) . However, cyberbullying has not been explained from perceptual variables.

Although the relationships between the perceptual variables used would explain cyberbullying, it is necessary to consider one more perceptual factor: the perception of harassment.

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

STATE OF KNOWLEDGE REGARDING DIGITAL ENTREPRENEURSHIP

Psychological studies of entrepreneurship warn that the perception of opportunity, derived from the digital services that the State manages or citizens self-manage, is indicated by capacity, opportunism, commitment, propensity, innovation, trust, motivation and dedication.

Information and Communication Technologies (ICT) by influencing educational and organizational systems favor the development of perceptions of usefulness that are directly related to decisions of production, management and reproduction of knowledge (Zamiri, Mahamed and Baqutayan, 2012). Learning a software supposes not only expectations of benefits and gains, but it is also accompanied by the generation of a climate of trust and commitment within the learning group.

However, the intensive use of ICT requires technical support since it mostly involves devices that require constant maintenance. That is why the perception of usefulness increases when the technological device or software is supported by prompt and efficient technical support (Zaidel and Zhu, 2010). When technical support is inefficient, the perception of the usefulness of technology is associated with the perception that technologies and teaching and learning processes are independent and that the intensive use of a device or software does not significantly increase instruction in the classroom. In contrast, those users who consider technical support essential for the use of technologies assume that the service must be expeditious since it implies losses and costs that can be eliminated if the maintenance of the devices is done constantly.

Because in educational systems, instructors determine the use of devices and software based on their relationship with students rather than technical support, this implies that the intensive use of technologies is often interrupted due to lack of maintenance (Bakabulindi, 2012). Faced with such a situation, instructors develop perceptions of risk that gradually replace perceptions of usefulness.

Uncertainty, risk and insecurity are factors that affect satisfaction in the use of the electronic device or software (Sharma and Abrol, 2011). In this sense, the profitability of a technological or electronic system is understood as one that reduces costs and maximizes benefits in terms of investment, time and system maintenance.

However, even though organizations are exposed to contingencies, those who make decisions see in the chaos, development opportunities from the implementation of information technologies. The decisions that will affect the work environment are subject to perceptions of usefulness in managers (Wang and Huynh, 2013). It is precisely these expectations of opportunity that encourage the acceptance, adoption, purchase and implementation of devices or software in transnational companies.

By associating the perceptions of usefulness with privacy and security, they determine the adoption of the technology, the corresponding maintenance and the updating that it implies (Jalal, Marzooj and Nabi, 2011). In cases where the handling of personal data implies the perception of risk due to mishandling of personal information, credibility and privacy are determining factors in the electronic capture of personal data.

In reference to the perception of control, the perceived ability and the ease of use perceived at the time of training, training, or induction to become familiar with the technology, the perception of usefulness determines through the three perceived skills, the use of the device email (Kotaman, 2010). This is so because users are motivated to use technologies since they develop perceptions and skills in their intensive use.

As users guide these skills according to their objectives, meet their goals and disseminate their achievements in their work team, trust, commitment and satisfaction will determine the efficiency, effectiveness and effectiveness forming a virtuous and innovative circle (García et al., 2013).

However, when it comes to the adoption, purchase and consumption of a technology, the accessibility of the device more than its ease of use, control or manipulation determines the implementation of the technology (Ramayah and Ignatius, 2010). Given that technology is constantly changing, the inclusion of multiple functions generates helplessness or ambivalence in those users who perceive these vertiginous changes as barriers in their attempts to update and specialize in technology. In the case of defenselessness, users who do not adapt to technological changes at the pace that these dictate end up rejecting their use. In the case of ambivalence, this is observed in those users who have positive attitudes towards electronic devices, but their use represents a greater cost than benefit, since without them the results vary to a lesser degree than with their implementation.

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

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

Although the two processes explain the acceptance or rejection of a technology, when the perception of usefulness is associated with sociodemographic factors such as gender, age, occupation and income, they predict resistance to change or updating of technology (Mutengezanwa & Fungai, 2013). Older microentrepreneurs resist the use of electronic money, while professionals with incomes of more than 10,000 dollars are more likely to make intensive use of technologies that are constantly updated.

In the case of digital financial protocols, an indicator of economic and sustainable development, the updating of software in order to guarantee the security of investors, generates uncertainty, risk, dissatisfaction and insecurity that inhibits alliances between transnationals and SMEs in local markets, or, the internationalization of SMEs through multinationals in the global market.

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

Indeed, technological services and products are not only devices or software that are updated based on market demands but are also part of technology networks that innovate and transform users' lifestyles. In this sense, the technologies that have been adopted generated enough confidence in users to acquire a related device or software.
In organizations, trust in technology as well as in work groups is essential for achieving goals (Hsuan, Hsu, Shan & Ming, 2013). It is a process in which users can select a technology that will enhance their performance. If users perceive a high degree of usefulness in the technology, then they approach a climate of trust that will spread in work groups, technology providers and clients. In contrast, those users who have had unfavorable experiences with some technology inhibit the selection of other related technologies.
This is how accessibility, compatibility, utility, trust, commitment, performance, satisfaction are part of an organizational and technological process in which electronic devices or software are considered as instruments for achieving goals, planning, quality control, management of knowledge and innovation.
These are digital ecosystems in which users, managers, suppliers, clients and technologies are immersed in perceptual, emotional, attitudinal, motivational and intentional environments (Wiedmann, Hennings, Varelmann and Reeh, 2010). In these digital ecosystems, trust in users or in technological devices underlies as an organizational dilemma. Both are essential for the development of the digital ecosystem, but only trust in users generates commitment. In contrast, trust in technology affects performance and satisfaction.
In the case of electronic devices, intensive use is linked to user satisfaction (Sago, 2013). An increase in the frequency and hours of use leads to an increase in the levels of satisfaction with the technology. It is a compatibility between technology and the user's lifestyle since in their daily activities, technology allows greater comfort, entertainment, performance or satisfaction.
In effect, the intensive use of a technology is related to the lifestyle of the users, since the greater the number of hours in the use of a technology, the needs and expectations adjust to the changes experienced by the electronic device or computer software (Ruiz, Sanz & Tavera, 2010). However, this relationship between perceived compatibility and the use of technology, being mediated by attitudes towards technology, reduces its predictive power, since the categorization of devices assumes the reasoned, planned and systematic acceptance of technology. This implies previous knowledge about the possibilities of technology, which does not always correspond to lifestyles.
Precisely, the formation of attitudes towards technology implies the emergence of perceptions regarding the quality of electronic devices (Almahamid, McAdmas, Kalaldeh, & Alsa, 2012). When users perceive the usefulness of technology in improving their performance, perceived quality often emerges as a mediating factor that regulates job expectations and guides skills towards a particular product or service.
Although the perceived quality selects the usefulness of the technology, it is the perception of efficacy that determines the usefulness of said technology (Ramírez, Rondán & Arenas, 2010). In this sense, users develop expectations not only of improving their functions, but of the possible results that they can obtain by accepting a given technology.

Since effectiveness refers to the difference between the expected objectives and the results obtained in work groups, social influence underlies as a determinant of technology adoption (Kabeer & Muhammad, 2013). A decrease in the values of the expectations of the members of a work group affects the perception of the usefulness of the technology. In the same way, in the case of risk perception, as it derives from group expectations, it also regulates the relationship between utility and the decision to use a technology.
The perceived efficacy, the expected usefulness, the expectations of ease of use and control of the technology, as well as the attitudes, intentions and uses are aimed at user satisfaction (Thiruchelvi & Koteeswari, 2013). It is a virtuous circle in which perceptions increase as technology produces user satisfaction or generates trust, commitment and innovation in work groups. In other words, the intensive use of technology not only makes it compatible with an individual or group lifestyle, but also modifies its social appropriation.
The relationship between the individual and technology entails two perceptions of usefulness and ease of use that will affect attitudes, intentions and behaviors. At the individual level the effects of intensive use of technology which can extend to groups. In the case of communities or societies, the perceived usefulness when associated with sociodemographic, socioeconomic and sociocultural variables offers the possibility of explaining the conflict and social change that the acceptance of technology implies (Torres, Robles and Molina, 2011). In the first case, the social conflict is observable in the resistance to technological change since societies were guided by a domi-

nant social paradigm in which technologies were not necessary for daily or productive activities. The advent of ICTs led to a social conflict that led to the acceptance of technology and thus a New Technological Paradigm, the main indicator of social change.
The acceptance of information and communication technologies could be due to compatibility or utility, but it was scalability understood as the inclusion of other technologies in one that determined the increase in sales of electronic devices (San Martin and López, 2010). As technologies merged and included other services, portability emerged as another added value of ICT.
The inclusion of several technologies in a single device was not enough, it was essential that the companies in charge of offering digital services could compete openly without restrictions (Pepper, Aiken and Garner, 2011). That is why portability, understood as the ability of a technology to be managed by more than one company, boosted the acceptance of mobile and electronic devices, as well as virtual social networks.
It is about the adequacy of the technology to the lifestyle of the users, or to other information technologies. When there is informational adequacy, technology investment decisions are intensified (Shaheen, 2010). On the contrary, mistrust is the factor that inhibits investments since it implies an inadequacy of information. The available information is insufficient for decision making, or it is biased information that implies investment in higher cost devices and uncertain benefits. This implies that the technology is not flexible towards the environment in which it is used.

Organizations that are characterized by flexible management styles and innovative collaborative networks often adopt flexible technologies that allow them to carry out multiple functions, and this quality determines the investment in human capital (Mehra and Omidian, 2010). The technology that will enhance their skills, knowledge and values is the one that prevents the traffic or loss of information.
In short, psychological studies of technology acceptance have focused on perceptions of usefulness, efficacy, control, and quality, as well as attitudes and intentions, as they are considered determinants of the intensive use of electronic devices.

Users develop technological skills that allow them to increase their performance as long as there is a deliberate, planned and systematic process. This implies the formation of collaborative groups with climates of trust, commitment, innovation and satisfaction. In this sense, the relationship between user and technology is determined by processes of compatibility, flexibility, scalability, portability, credibility and privacy that make the adoption of a technology and its eventual use more feasible.
However, when the relationship between user and technology is ambiguous and uncertain, underlying the perception of risk, unfavorable attitudes towards technology and intentions of resistance to change that promote helplessness or ambivalence.
When psychological variables are associated with sociological factors such as age, sex, occupation or income, they explain individual and group situations that can be extended to the diagnosis of an organization, community or society. In this sense, a dependency relationship model would be pertinent for the diagnosis of a social group that intensively uses ICTs, with an emphasis on electronic and virtual social networks.
In summary, studies related to digital entrepreneurship show that perceptions of compatibility, usefulness and ease of use are essential to explain the process of adoption, acceptance and intensive use of technologies. In reference to the Theory of Digital Entrepreneurship, the state of knowledge warns that opportunism could explain the asymmetries between Internet users and cybergroups when establishing relationships of power and influence where domination and social control would be associated with a perception of risk that would affect conformity, or perceptions of usefulness that would determine the innovation of minorities.
However, while studies related to digital entrepreneurship warn that protocols and electronic devices as well as skills are essential for setting topics on a virtual public agenda, theoretical and conceptual frameworks have developed models to explain the setting of an agenda. virtual public. Theories have advanced towards the relationship between competencies and innovations, ignoring social entrepreneurship and reducing it to the mere administration of a cyber blog.
Within the framework of the transformation of the State, the deregulation of the risks derived from information and communication technologies, as well as the right to information and privacy, digital entrepreneurship would be made up of dimensions of affectivity rather than rationality, since Once the economic bias has been subtracted, entrepreneurship would be the exercise of the freedoms, capacities and responsibilities that transform the Internet user into an agent of social and digital change.

SPECIFICATION OF RELATIONSHIPS BETWEEN THE DETERMINANTS OF DIGITAL ENTREPRENEURSHIP

The specification of a model supposes the explanation of relationships between variables that, when interacting, can be correlated with a third variable. Or, the specification can refer to the dimensions that make up a construct or latent variable from which it is intended to explain the emergence of an unprecedented process, such as digital entrepreneurship. In this way, a model of reflective dimensions assumes that each of the indicators is linked to each other by the influence of a common process or factor that is also emergent.

The model would include the most cited variables, although the specifications of other models would also have a place in the explanatory logic of the use of electronic social networks. Indeed, the perceptions of control, efficiency, usefulness and risk would interrelate with attitudes, intentions and use of technology to explain satisfaction.

In this network of relationships, sociocultural variables related to norms, beliefs, and values, socioeconomic and demographic variables such as gender, age, occupation, income, and marital status, as well as organizational variables related to compatibility, flexibility, scalability, portability, credibility and privacy would be excluded. This is because the model explains the rational, deliberate, planned and systematic processes that underlie between users and technologies.

However, since satisfaction with technology and perceptions of control and risk are constructs that psychological studies have not established empirically, the model of specified dependency relationships only included perceptions of efficiency and usefulness as exogenous constructs that directly affect performance. technology use as well as indirectly through mediating variables such as attitude towards technology and intention to use. The model includes nine hypotheses considering the direct and indirect relationships between perceptions and the use of technology.

In this way, the interrelation between the perception of efficiency and the perception of usefulness would directly and indirectly determine the intensive use of technology. Consequently, the expectations of an efficient operation from the adoption of the technology would directly affect its intensive use. Alternatively, the perception of efficiency by influencing decisions to adopt electronic devices increases their predictive power over the use of technology. In the same way, the expectations of improvement when impacting electronic consumption decisions would determine the use of technology.

Now, when efficiency expectations increase due to the adoption of a technology, they produce categories that will influence consumption decisions and these will influence the use of technology. Similarly, the benefits expected from the use of a technology generate attitudes favorable to their acceptance decisions and these will improve the use of the technology.

However, the use of technology may be due to the fact that consumers simply categorized a device as favorable for achieving their goals, or the use of a technology could be due to the fact that acceptance decisions had an emotional origin. In other words, technology as a product or service is likely to be promoted as an object of desire and it is from this phenomenon that consumers accept, buy, adopt and use technology.

DISCUSSION

The present work has exposed the problem of the digital divide to be inserted in the discussion of the subject and to be able to review the theoretical and conceptual frameworks, as well as the most recent findings with the purpose of proposing a model of reflective relationships for the study of entrepreneurship with emphasis in the perception of opportunity, a preponderant factor in the documentary review.

However, digital entrepreneurship, unlike social entrepreneurship, involves perceptions of opportunity centered on electronic devices rather than trust. In this sense, it is necessary to study the impact of technological advances on Internet users' lifestyles, their capabilities and usage decisions. As the investigations become specialized, it will be possible to anticipate scenarios in which Human Development will be the result of the undertaking of civil or citizen cyberspheres rather than of the regulation and administration of the State, since the transculturality and transterritoriality of the Internet implies a digital government that ensures the same principles of freedom, justice and equity.

However, the studies related to digital entrepreneurship, in its intensive use category, show that the perceptions of compatibility, usefulness and ease are determinants of the asymmetrical relationships between cyberusers and with it the asymmetries. This is so because social exclusion seems to be reproduced on the Internet, but it is the information processing capacities based on the evolution of technology that would explain the digital gap between Internet users themselves.

The difference between Internet users and cyberagents lies not only in their abilities or skills, but also in the opportunities and freedoms that the State restricts by monitoring digital protocols, or deregulates by allowing the violation of privacy. According to the theoretical and conceptual frameworks, the adoption of the Internet entailed risks that users decided to take when compared to the informative and communicative benefits. In contrast, the state of knowledge warns that cyberbullying is the main exclusion factor, thereby reducing the problematization of electronic devices and digital skills that exacerbate digital gaps in the same users of the same generation.
Consequently, a model was proposed to overcome the discrepancies between theories, models and studies related to social entrepreneurship. In this relationship specification, cyberbullying is only considered an indicator of the digital gap, although eight dimensions are proposed for the study of a factor associated with entrepreneurship, the perception of opportunity should have more dimensions that deal with the use of electronic devices and the development of skills for the harassment of users who are unaware of their digital civil rights.
However, the digital divide will not be reduced only with the promotion of rights on the Internet, but also with the transformation of protests or electronic demonstrations with the development of skills and knowledge that allow not only to react to exclusion, but also to promote equitable relationships and not discrimination between users of the same electronic network or protocol.
That is to say, it is necessary to train the victims of cyberbullying to increase their self-esteem, but also to improve their skills that allow them to build virtual scenarios of respect and solidarity, commitment and empathy towards those who do not have the computer skills or digital capabilities that the society of information demands day by day.

The empirical test of the specified model will allow us to advance towards the prediction of violent and aggressive lifestyles, as well as to compare devices that facilitate empathy, commitment and satisfaction without confronting users.

The present work has systematized the state of knowledge focused on establishing differences between ethnic groups, sexual groups, peers, aggressors, spectators, victims, or differences in terms of socialization; devices or discourses regarding cyberbullying.
However, these findings have contributed to the discussion around Human Development as a scenario in which perceptions of usefulness, self-efficacy and compatibility are inherent to the differences between groups and the socialization of devices and discourses.
As the differences are exacerbated between the groups, a debate emerges around the perceptual factors that make them different from the requirements of Human Development focused on the formation of human capital and that would have a direct consequence of the differences found in cyberbullying. in the literature review.
However, the state of knowledge does not establish a link between the group differences regarding the observed differences in device socialization and the corresponding discourses.
For this reason, it is necessary to carry out a study on the differences between groups and the differences in the uses of technologies. In this process, the perceptions of usefulness, self-efficacy and compatibility will make it possible to clarify the connection between groups and devices in academic training.
It is likely that the differences between groups allow us to anticipate differences in perceptual and use of devices, but it could happen that in symmetric groups, the perceptions of usefulness, self-efficacy and compatibility generate or at least exacerbate the observed differences.
If perceptions are determinants of the differences between groups and the uses of technologies, then it will be possible to anticipate the emergence of cyberbullying no longer as a group phenomenon, but as a phenomenon in which electronic devices generate perceptions that exacerbate peer harassment. or disparate.

CONCLUSION

The contribution of this work to the theoretical and conceptual frameworks, as well as to the findings reported by the state of knowledge lies in the proposal of a model for the study of exclusion and digital divide, or the construction of a global digital village. in which entrepreneurship and innovation would be its main indicators.
However, the model does not include technological and organizational variables that allow us to anticipate differences between users, not based on their skills and knowledge, but rather based on the resources they have and the groups to which they belong.
The present work has exposed the theoretical, conceptual and empirical axes of cyberbullying around which human development has been considered as a scenario of opportunities, perceptions and capacities. This trident largely explains the relationship between users and technology when establishing asymmetric relationships.

The revised theoretical frameworks pose cyberbullying as a consequence of the compatibility between aggressive lifestyles and information technologies that potentiate bullying among peers. The asymmetric relationships that are generated in social networks suppose the emergence of information technologies that facilitate anonymity and encourage the diversification of aggressions.
The Internet is a scenario in which opportunities and capabilities converge, factors that allow cyberbullying to be understood as a particular phenomenon of social networks whose impact on perceptions focuses attention on the individual and the devices that he or she is capable of using for aggressive purposes.
In relation to the study by Carreón and García (2013) in which violence is understood as a preponderant factor in the transformation of public security into perceptions of insecurity, the present work has expressed that electronic devices accelerate the transformation in question. This is so because violence, according to the study cited, derives from the asymmetric relationship between authorities and citizens.
Indeed, violence, being the result of perceptions related to social exclusion, implies a dissemination of beliefs, attitudes, decisions and behaviors in technological fields such as the Internet and social networks.
However, the theories, concepts and findings are still focused on considering cyberbullying as a psychological state between victim and aggressor. This is how the review of variables alluding to the impact of ICTs on life-styles highlights perceptions as the determinants of the adoption of an electronic device, the main instrument of aggression against Internet users and social networks.
In this way, Human Development is not only a scenario of asymmetric relationships that lead to violence and aggression, it is also an area of perceived usefulness in which technologies and devices become instruments of harassment.

Cyberbullying in reference to human development implies:
Opportunities, technologies and capacities to reproduce the asymmetric relationships that are generated in every-day life. In this sense, harassment, aggression and violence on the Internet and social networks indicate the con-vergence of electronic devices and computational skills used to exacerbate the differences between aggressors and victims.
Theories, concepts and findings that explain the asymmetric relationships between Internet users. In this way, the profile of the aggressor in social networks seems to have a perception of usefulness that activates perceptions of ease, attitudes, intentions and behaviors of harassment to users who do not perceive the usefulness of the networks for their defense, or have not learned strategies that allow them to inhibit harassment, report aggression or prevent violence.
The Internet and social networks as potential scenarios for harassment, aggression and violence since these tech-nologies inhibit loneliness with the continuous and permanent interaction of users.

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