

Integration of Digital Technologies in Entrepreneurship Education: Enhancing Students' Entrepreneurial Intention

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Abstract

The incorporation of artificial intelligence (AI) into digital technologies has significantly transformed pedagogical approaches, learner engagement, and the development of entrepreneurial skills within entrepreneurship education. This study investigates how AI-embedded technologies can enhance the effectiveness of entrepreneurship education by integrating intelligent tutoring systems and simulation-based activities that provide supervision and feedback. It highlights the growing use of AI and digital tools to foster student autonomy, stimulate innovative thinking, and bridge the gap between theoretical learning and real-world application. Particular attention is given to the digital tools students use when developing business strategies.

The study examines the emergence and role of AI in various entrepreneurship education tools that facilitate business idea development. A mixed-methods approach was employed, including a literature review, comparative analysis of digital tool applications, and statistical analysis of survey data on students' perceptions of AI's usefulness in enhancing entrepreneurial intention. The results indicate that AI can substantially improve digital learning resources by offering students time-efficient, data-enriched, and guided learning experiences that better prepare them for the complexities of modern business ecosystems.

Keywords: artificial intelligence, business idea, digital learning, digital transformation, innovative thinking