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## **INTEGRATION OF DIGITAL TECHNOLOGIES IN PREPARING STUDENTS FOR ENTREPRENEURIAL ACTIVITY**

The rapid digitalization of the global economy has fundamentally transformed the nature of entrepreneurial activity, redefining required competencies, business models, and modes of value creation. Higher education institutions are increasingly expected to prepare students not only for employment but also for entrepreneurial self-realization in digitally mediated environments. However, traditional pedagogical approaches often fail to adequately integrate digital technologies as systemic tools for developing entrepreneurial competencies. This creates a gap between the demands of the digital economy and the outcomes of entrepreneurial education.

Digital entrepreneurship education is grounded in the intersection of entrepreneurship theory, digital transformation, and competence-based learning. It emphasizes: the development of opportunity recognition skills in digital markets; the ability to leverage digital tools for innovation, scaling, and competitiveness; adaptive thinking in conditions of uncertainty and technological change [1].

Digital technologies function not merely as instructional aids but as cognitive, collaborative, and creative environments that shape entrepreneurial thinking and behavior.

### **Key Digital Technologies in Entrepreneurial Training**

The integration of digital technologies in entrepreneurial education includes the use of:

1. Learning Management Systems (LMS) for structured entrepreneurial learning pathways;
2. Digital simulation platforms and business games that model real-world entrepreneurial decision-making under risk;

3. Data analytics and artificial intelligence tools for market analysis, customer profiling, and predictive modeling;
4. Cloud-based collaboration tools that support teamwork, project management, and virtual startups;
5. Online incubators, accelerators, and MOOCs, which provide access to global entrepreneurial ecosystems.

These technologies enhance experiential learning and support the transition from theoretical knowledge to practical entrepreneurial action.

Effective integration of digital technologies requires innovative pedagogical models, including:

1. Project-based and problem-based learning, focused on real entrepreneurial challenges;
2. Blended and hybrid learning models, combining online digital environments with face-to-face mentoring;
3. Flipped classroom approaches, where digital resources are used for self-directed learning and classroom time is dedicated to entrepreneurial practice;
4. Design thinking and lean startup methodologies, implemented through digital platforms.

Such models foster autonomy, creativity, collaboration, and resilience - core attributes of entrepreneurial competence.

Empirical and theoretical studies indicate that digitally enriched entrepreneurial education contributes to: enhanced digital literacy and technological self-efficacy; improved opportunity recognition and innovation skills; development of strategic thinking and data-driven decision-making; increased entrepreneurial intention and readiness for startup activity.

Digital environments also promote reflective learning and continuous competence development.

Despite its advantages, digital integration presents several challenges: unequal access to digital infrastructure and resources; insufficient digital competence among educators; risks of superficial technology use without pedagogical alignment; ethical concerns related to data privacy, algorithmic bias, and digital dependence [10].

Addressing these challenges requires institutional strategies, professional development for educators, and evidence-based implementation.

The integration of digital technologies into the preparation of students for entrepreneurial activity is a strategic priority for modern higher education. It enables the formation of entrepreneurial competencies aligned with the realities of the digital economy and supports sustainable innovation-oriented development. Future research should focus on: assessing the long-term impact of digital entrepreneurial education on startup success; developing indicators for measuring digital entrepreneurial competence; exploring cross-cultural and international models of digitally supported entrepreneurship education.

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