

Impact of AI Adoption Intention on Digital Entrepreneurship Among Vocational Students

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Abstract

Artificial Intelligence (AI) is rapidly transforming industries and revolutionizing business operations in today's digital era. Its impact on digital entrepreneurship cannot be overstated, especially among vocational students in China colleges. As the digital landscape continues to evolve, aspiring entrepreneurs must recognize the importance of AI and its potential to enhance efficiency, productivity, and innovation. The digital entrepreneurship of vocational students is a subject of great importance in society. Individuals are actively engaging in their own professional development, as they believe it will improve their employment opportunities and strengthen their skills as digital entrepreneurs. Without AI, digital entrepreneurs may face challenges in automating tasks and harnessing data for efficient decision-making. Digital entrepreneurs and artificial intelligence are jointly driving technological innovation and business development. The paper Analysis was conducted using the method of literature review. The samples were chosen from vocational students who registered for Entrepreneurship Courses in the First Semester of the academic year 2023/2024. A screening process was done, consisting of interviews, to choose 40 students as responders for the study. The research aims to examine the impact of artificial intelligence (AI) on the enthusiasm and proficiency of digital entrepreneurs in Hebei colleges, as indicated by the topic. It will also come into contact with models of developing digital entrepreneurs among vocational students, factors for AI in influencing entrepreneurship skills. Therefore, this research aims to explore and develop strategies that empower entrepreneurs to utilize AI effectively, ultimately bridging the gap between their products and their target audience.

Keywords: *Digital Entrepreneurship, artificial intelligence, vocational students, Entrepreneurship Interests; Entrepreneurship skills.*

1. INTRODUCTION

In China, the issue of university student employment and entrepreneurship is receiving significant attention from society. According to data from 2022, the national unemployment rate stands at 6.1%, with a striking 18.2% rate among youths with higher education, considerably higher than the 9.8% for those without tertiary education (Huang, Karim, Adaikalam, & Chen, 2024). This situation results in about one-quarter of university graduates being unable to secure employment within six months, and a mere 2% of young graduates opting for entrepreneurship (Lim, Soon, & Duan, 2021). This not only signifies

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a waste of human resources but also highlights the limitations of entrepreneurial education in universities. Additionally, it will also have an impact on mod. Hence, it is important to conduct a thorough examination and formulate efficient tactics to tackle the difficulties encountered by university students in terms of employment and business. These techniques are crucial not just for personal growth but also as essential elements in the national economy and societal stability.

The majority of students lack the aspiration to engage in entrepreneurship, even at a minor level, due to their limited exposure to potential company prospects (Anuarq, Nasir, Rahman, & Sadek, 2013). In addition to a dearth of ideas, they are also concerned about the insufficiency of skills, absence of experience, and scarcity of funds to initiate a company venture (Atsan, 2016). Some students believe that they can only pursue business ventures after completing their education. As a result, they prioritize their studies and do not consider launching a business during their vocational education. Students require assistance in acquiring a range of abilities to cultivate the attributes of an entrepreneur, as many lack confidence in their potential to become one. The majority of individuals are reluctant to take chances when it comes to starting a business, as they hold a rigid belief that a significant amount of capital is necessary (Atsan, 2016). A study has demonstrated that students in Chinese colleges encounter hurdles while attempting to engage in part-time small business ventures, primarily due to a lack of bravery to take chances, a lack of belief in their decision-making abilities, and a lack of self-confidence. (Kong, Zhao, & Tsai, 2020).

To address the challenges of the current job market, the focus must be on igniting the interest and acceptance of vocational students towards new technologies like Artificial Intelligence (AI), and their application in digital entrepreneurship. Digital entrepreneurship is a specific type of entrepreneurship that utilizes emerging technology, such as artificial intelligence, in innovative ways. This approach can help alleviate the job market challenges faced by recent graduates and is considered the most efficient solution to address the significant impact of the present employment crisis. (Nobanee & Dilshad, 2020). Digital entrepreneurship refers to the act of actively seeking out and capitalizing on new business prospects that arise from the emergence of new media and artificial intelligence (Nobanee & Dilshad, 2020). It bears resemblance to conventional entrepreneurship.

This entails integrating AI and related technologies into the curriculum, and enhancing students' technical application abilities and innovative thinking through hands-on projects and informal entrepreneurial activities (Southworth et al., 2023). Cultivating digital entrepreneurial traits in students is crucial for reducing dependence on the traditional job market and for driving economic transformation (Soluk, Kammerlander, & Darwin, 2021). Therefore, it is vital to provide a learning environment that not only sparks students' innovative interests but also offers real-world application opportunities. This approach ensures that students are prepared to adapt to a digitalized work environment and to utilize technological innovations for launching their entrepreneurial ventures, thereby fostering economic transformation and growth, and equipping them for the future economic demands.

In the realm of digital entrepreneurship, there is a growing demand for effective strategies that leverage artificial intelligence (AI) (Yi, Wang, & Shu, 2020). For instance, consider a scenario where an individual aims to promote a product, let's say, oranges. Traditionally, marketing efforts would involve significant subscription costs for voice or hiring professionals. However, AI technologies have revolutionized this landscape. Now, with the assistance of AI-powered tools like Chat GPT, individuals can effortlessly generate marketing scripts tailored to their specific products. By inputting relevant details, such as the unique selling points of the oranges, the tool generates a compelling script. This script can then be transformed into an audio voice using platforms like Language11. Users have the flexibility to select from various voices, whether male or female, in English or other languages (Yi et al., 2020).

The remarkable aspect of this AI-driven approach is that individuals need not possess in-depth knowledge about the product itself, such as oranges in this case. They require a basic understanding of the product's benefits, and the AI applications take care of the rest (Javaid, Haleem, Singh, & Suman, 2022). This revolutionary approach opens doors for entrepreneurs who may lack confidence in their verbal or written communication skills but still want to market their products effectively on social media.

Furthermore, according to Hossain, Nurunnabi, Hussain, and Shan (2020), The advent of digital technologies is transforming the fundamental characteristics of entrepreneurial endeavors. Nizar Hidayanto, Ovirza, Anggia, Ayuning Budi, and Phusavat (2017) It is argued that the rapid development of artificial intelligence is altering entrepreneurial philosophy. The rapid integration of AI into various industries is compelling organizations, strategists, and entrepreneurs to leverage AI in order to develop novel strategies and create additional sources of commercial value. Technological advancements, such as artificial intelligence (AI) and big data, are reshaping existing conventional business models, management strategies, and operational activities (Chae & Goh, 2020).

Entrepreneurial acts and decision-making under uncertainty are the key elements of entrepreneurship theory in the realm of entrepreneurship. Artificial intelligence systems, when applied in this context, can provide technical solutions that have the potential to reduce significant uncertainties that are crucial to new entrepreneurial endeavors. Although the disruptive potential of artificial intelligence has garnered increasing attention in other research fields pertaining to entrepreneurship, such as industry, innovation, and company management, it has not received much focus in current entrepreneurship research. According to Al-Rahmi, Alias, Othman, Marin, and Tur (2018), the advent of artificial intelligence in entrepreneurship has unquestionably begun, encompassing both entrepreneurship research and practice. Moreover, as noted by Trongmateerut and Sweeney (2012), The potential of artificial intelligence technology to revolutionize research and development efforts for new companies is not readily apparent. While AI is widely recognized by experts and professionals as a transformative technology with the potential to reshape various aspects of business, including venture performance, competition, and markets, the field of entrepreneurship studies has primarily focused on examining and comprehending the intentions of entrepreneurs to adopt this technology. This research contributes to the existing body of AI theoretical development literature, particularly in the area of investigating the factors that influence entrepreneurial intentions.

Despite the significant progress made in the AI, the challenge lies in harnessing the full potential of AI in social media marketing, making it accessible to a wider range of entrepreneurs, especially the vocational students in Hebei province, including those who face barriers related to communication or product knowledge. Frankly speaking, the barrier to entry in the artificial intelligence industry is relatively high, and a significant portion of university students lack substantial awareness of cutting-edge technologies and applications in the AI field. Surveys have revealed that among college students, technologies with higher recognition are those that are more closely related to societal hot topics or applications relevant to daily life, such as smart transportation, facial recognition, and the Internet of Things (Trongmateerut & Sweeney, 2012). However, in terms of purely technical aspects, awareness tends to be lower for technologies like cloud computing, cloud governance, and intelligent algorithms.

When we take a closer look at the prominent companies in the current AI landscape, we observe that their founders typically fall into a few distinct categories. These categories include experts from research institutions, professionals with international experience, often educated abroad, and individuals who have ventured into entrepreneurship after leaving core technology teams in established enterprises.

For vocational students in Hebei colleges, particularly those without formal scientific or industry backgrounds, achieving tangible advancements in the pure AI technology sector in a relatively short time frame demands overcoming substantial technical hurdles and

accumulating a more extensive track record of accomplishments. This research aims to explore and develop strategies that empower entrepreneurs to utilize AI effectively, ultimately bridging the gap between their products and their target audience.

2. LITERATURE REVIEW

A. Artificial intelligence

The proliferation of Artificial Intelligence (AI) is driving rapid technical advancements across various sectors, including healthcare, politics, law, government, education, and the economy (Modgil, Dwivedi, Rana, Gupta, & Kamble, 2022).

As artificial intelligence becomes increasingly ubiquitous in various fields, there is growing attention on its influence on the labor market. Some studies posit that AI technologies may displace traditional job roles, leading to a transition in labor demand from manual labor to technology-driven tasks (Hua, Zheng, & Fan, 2022). On the other hand, alternative research suggests that the advancement of AI technologies is generating additional digital entrepreneurship prospects, particularly within the technology sector (Liu et al., 2023).

Multiple studies have acknowledged the noteworthy importance of utilizing artificial intelligence technology to oversee the employment and entrepreneurship of college students. This technology proves valuable by facilitating a comprehensive understanding of the overall situation, updating data in real time, implementing accurate policies, offering personalized guidance, alleviating pressure, and enhancing employment efficiency. Artificial intelligence (AI) pertains to computers that undergo training to execute activities linked to human intellect, analyze external data, acquire knowledge from said data, and employ that knowledge to dynamically adjust to tasks in order to achieve certain objectives. A digital entrepreneur is someone who leverages Artificial Intelligence (AI) as a tool to generate business prospects, distribute information, and cooperate with clients and partners (Alhusin* et al., 2023). Therefore, it differs from traditional entrepreneurship in that they do not rely on physical storefronts.

B. Digital entrepreneur

The promotion of entrepreneurship is currently a key focus for enhancing a nation's economy. Consequently, schools and colleges are actively encouraging all students to study entrepreneurship. The advancement of technology has further propelled the growth of entrepreneurship, leading to an increasing number of entrepreneurs utilizing social media platforms to promote their products. This trend is driven by the integration of technology, particularly artificial intelligence, into entrepreneurial endeavors. These observations are supported by research conducted by scholars investigating the field of entrepreneurship (Al-Rahmi et al., 2018).

The field of digital entrepreneurship is presently focusing on artificial intelligence (AI). Only a limited number of studies recommend utilizing artificial intelligence (AI) to support entrepreneurs in their daily activities and examine the impact of AI on digital entrepreneurship (Liu et al., 2023). By incorporating artificial intelligence (AI) into enterprises, certain tasks can be automated, leading to increased efficiency and productivity. Additionally, AI can stimulate innovation and satisfaction among entrepreneurs, thereby promoting the growth of digital entrepreneurship. Entrepreneurial learning should provide support for the development, initiation, and operation of a new firm within the framework of digital transformation.

C. Artificial intelligence in digital entrepreneurship

AI is regarded as a facilitator for digital entrepreneurs, as it may assist in various ways with the processes involved in starting new ventures. Therefore, the query is: in what manner can AI empower digital entrepreneurship? The growth of digital entrepreneurship has been propelled by changes in the business landscape and technological progress from its

beginning. With the advancing influence of AI, digital entrepreneurship is undergoing continuous transformation and growth. Consequently, universities are under mounting pressure to produce vocational students who possess a digital entrepreneurship mindset and can effectively address the current needs and challenges of modern society.

AI has been extensively examined in various educational domains, including medical and nursing training, engineering, computer science, and law. However, there is a dearth of research on the utilization of AI-driven technologies in business education, specifically in the realm of digital entrepreneurship. The academic community is increasingly interested in the application of AI in digital entrepreneurship. However, further research is necessary to comprehend the various ways in which different AI technologies can be utilized to assist entrepreneurship educators and vocational students (Nizar Hidayanto et al., 2017). AI systems have the potential to be utilized in various ways within the realm of digital entrepreneurship. Artificial intelligence can be utilized to deliver individualized feedback to students regarding their business plans and pitch presentations. Students could expedite their access to pertinent information such as licenses and permits, intellectual property, entrepreneurial capital, or market data. Artificial intelligence, such as ChatGPT, has the potential to assist students in recognizing and analyzing patterns within extensive datasets, leading to improved evaluation methods and the ability to find lucrative business prospects.

AI systems enable convenient access to structured and targeted information, surpassing traditional search engines. Additionally, they offer tailored feedback, making them suitable for idea generation in the realm of digital business. Students have the opportunity to inquire about subjects pertaining to digital entrepreneurship and obtain assistance in completing various types of assignments (Chae & Goh, 2020).

AI can also be utilized to develop simulation games that enable students to evaluate their business concepts and immerse themselves in the realm of start-ups inside a virtual setting, prior to engaging in real-world ventures. The future of digital entrepreneurship is expected to incorporate technology-driven advancements that offer immersive experiences through AI and augmented reality. Hebei college vocational students must possess a thorough understanding of the technological breakthroughs that are revolutionizing the process of establishing, running, and expanding enterprises. Consequently, it is imperative to include these technologies and viewpoints into the field of digital entrepreneurship.

D. AI related to Entrepreneurship Interests and Skills

In examining the nexus between Artificial Intelligence (AI) and entrepreneurial interests and skills, it is evident that AI has emerged as a pivotal driver in the contemporary business landscape (Emmanuel, Qin, Hossain, & Hussain, 2022). The role of AI as a catalyst for innovation and business optimization has been extensively documented in recent scholarship (Emmanuel et al., 2022). AI's proficiency in data analysis, for instance, equips entrepreneurs with enhanced capabilities to decipher market trends and consumer behavior, facilitating more informed business decisions.

Moreover, the integration of AI technologies is reshaping the entrepreneurial skill set required in today's digital age. As identified by Ferraris, Santoro, and Bresciani (2018), an understanding and application of AI technologies have become integral skills for modern entrepreneurs. This encompasses not only recognizing the potential of AI but also assessing its applicability to specific business models, coupled with competencies in technology and innovation management.

In terms of entrepreneurial interest, the advancement of AI presents novel opportunities for entrepreneurial endeavors. Hossain et al. (2020) highlight that AI innovations act as a stimulant for entrepreneurial activities by providing tools and platforms for addressing complex challenges and carving out new markets. Concurrently, the rapid evolution of AI technologies elevates the threshold for entrepreneurial ventures, necessitating entrepreneurs to possess not only business acumen but also substantial technical knowledge and adaptability.

In sum, the relationship between AI and entrepreneurial interests and skills is multifaceted. While AI offers new vistas and tools for entrepreneurship, it concurrently imposes fresh demands and challenges on entrepreneurs. Hence, a comprehensive exploration of the interplay between AI and entrepreneurship is crucial for understanding the dynamics of the modern business environment and for fostering the next generation of entrepreneurs.

3. METHOD

While conducting this research, we consulted previous academic articles. In order to get knowledge and information regarding the impact of online artificial intelligence on digital entrepreneurs among vocational students in Hebei colleges, we conducted extensive reading and literature research of relevant journals.

4. RESULTS AND FINDINGS

A. AI as an enabler for digital entrepreneurs to create new opportunities

The digital entrepreneur is actively involved in implementing artificial intelligence to drive digital transformation. Diverse endeavors fuel a fresh array of commercial prospects (Giuggioli & Pellegrini, 2022). With the emergence of new prospects, digital entrepreneurs are presented with fresh strategic choices, which allow them to redefine their business models. During this stage, the digital entrepreneur examines conventional methods in order to identify opportunities for improvement through the integration of artificial intelligence.

Artificial intelligence and big data can serve as external catalysts for emerging entrepreneurial endeavors. This can be seen as an instance of profound external transformations that empower and facilitate novel economic endeavors, introducing fresh items or services through entrepreneurial methods (Broekhuizen et al., 2023).

These consequences are of utmost importance when considering how digital entrepreneurs create, structure, and expand their organizations. The adoption of this technology will have a significant impact on individuals' decision to establish companies and can perhaps determine their overall quality of life.

The AI revolution is forecasted to reach its full potential within the next two decades. It will surpass the combined influence of both the Industrial and Digital revolutions. The rapid pace of technological advancements resulting from the AI revolution will create significant prospects for expansion and profitability. However, it will also introduce obstacles and competition from young businesses.

The true potential of AI resides in its ability to create fresh prospects for digital entrepreneurs in addressing specific issues through applications and sectors, such as messaging bots and intelligent virtual assistants. The design of business models is crucial in bringing valuable innovations to the market.

Within this particular context, artificial intelligence (AI) has a beneficial impact on the economy by advancing the growth of entrepreneurial endeavors and creating fresh prospects for businesses. Organizations are currently employing facial recognition and voice identification capabilities to automate their current products and services. Smart systems are also capable of analyzing the data derived from products or services. Artificial intelligence (AI) will revolutionize our interactions with items and our interactions with one another. Specifically, this novel data will revolutionize the way organizations engage with their clients, since it can be utilized to enhance the development of more effective partnerships.

The advent of AI brings up novel prospects and risks that organizations find themselves unable of tackling through their current business structures. Indeed, the AI extracts

information from the production process, demonstrates its influence on transaction costs, and thus reduces the threshold for non-ownership business models. The AI thus influences the methodical development of business models. AI's application in data mining and predictive analysis has the potential to foster the creation of efficient digital business models that facilitate innovation in products, processes, and business models.

B. AI as an enabler for digital entrepreneurs to make better predictions and

Decisions

AI has the potential to assist entrepreneurs in converting accessible data into precise forecasts during the decision-making process. Both humans and machines possess distinct advantages and limitations. Human performance is enhanced in situations with limited data, whereas machines tend to be more efficient in scenarios with enough data for analysis. Thus, during this stage, the entrepreneur can make optimal judgments, owing to the implementation of artificial intelligence.

Modern data science tools can enhance our comprehension of crucial decisions made by entrepreneurs, such as entrepreneurial decisions, as well as those made by others that directly impact entrepreneurs, such as investment decisions. Social signal processing, a burgeoning field including several cutting-edge technologies employing artificial intelligence, has the capacity to automatically recognize and analyze signals exchanged during interpersonal interactions.

The significance of this data has grown significantly in enhancing innovation, analyzing entrepreneurship, predicting trends, and providing decision support for entrepreneurs. Hence, it is imperative to implement big data in the field of entrepreneurship.

Furthermore, data can also be valuable in the context of one of the most crucial undertakings for startups: the verification of their business model. A hybrid intelligence decision support system facilitates the iterative validation of a business model by combining social interaction with stakeholders (such as partners, investors, mentors, and customers) and analyzing the uncertain stages of business model development in early-stage startups. These emerging decision assistance technologies have the potential to assist entrepreneurs operating in unpredictable environments. As uncertainty grows, statistical tools become less effective in offering guidance, while the importance of human intuition becomes greater.

The ability to make decisions in situations of uncertainty is crucial to the entrepreneurial process, since one of the reasons why many skilled individuals hesitate to start new enterprises is due to the unpredictable nature of their surroundings. To tackle this issue, one might utilize uncertainties along with pertinent data sets to forecast the prospective success of a perceived opportunity through the application of data analysis tools during the pre-startup period. This kind of evaluation allows the decision-maker to pinpoint the uncertainties that have a significant impact on the final result, enabling them to effectively allocate resources.

The utilization of AI approaches can enhance the decision-making processes employed by entrepreneurs, resulting in improved quality of decisions in terms of their efficacy and efficiency, hence augmenting operational performance.

C. AI with regards to business performance

During the final stage of "business performance," once the opportunity has been identified and the choice to pursue it has been made, the digital entrepreneur must take action to enhance the business's performance. The digital entrepreneur collaborates with intelligent technology to leverage human labor and machine learning for optimal outcomes.

AI technology gathers vast quantities of limitless data that may be examined to evaluate the performance of entrepreneurs by offering prompt answers and direction for their operations. If all businesses utilize software to automate different areas of their operations

and production processes, it can significantly impact the way entrepreneurs operate and potentially lead to enhanced production efficiency and innovative procedures that are currently unavailable. Entrepreneurship can greatly benefit from the utilization of AI. It enables the creation of distinct opportunities for business growth and enhances operational efficiency at a minimal cost. This, in turn, facilitates the expansion of the business in the global market.

The majority of companies reported that AI enables them to formulate sales and marketing strategies that result in significant enhancements in business performance. Specifically, artificial intelligence (AI) not only assists entrepreneurs in making improved market decisions, as mentioned earlier, but these pivotal AI-driven decisions also yield favorable outcomes in terms of performance.

D. AI as a tool booming entrepreneurship education and activities

AI enhances entrepreneurship by augmenting entrepreneurial orientation. Students exhibit a greater inclination to engage in entrepreneurship activities in colleges that provide AI learning opportunities. Thus, it plays a crucial role in enhancing entrepreneurial endeavors at the university level.

Furthermore, AI has the potential to enhance the realm of entrepreneurial education and training in a novel manner. In exceptional circumstances where algorithms assume certain entrepreneurial responsibilities from humans, these intelligent computers may undergo a form of entrepreneurship education or training. Hence, acquiring proficiency in entrepreneurship, AI, and big data approaches is important to effectively equip digital entrepreneurs.

In the current era of constant upheaval, the function of business education is undergoing rapid evolution. The development of vocational students necessitates a forward-thinking attitude and the ability to continuously evolve and adjust, with a particular emphasis on revolutionary innovation achieved through digital transformation. The future classroom, which incorporates advanced technology and facilitates immersive contact with artificial intelligence and other modern solutions, will require significant adaptations in teaching methods, learning approaches, and skills development. This transformation is expected to play a crucial role in achieving success and attaining leadership positions in the digital realm.

Hence, AI technologies are crucial in driving the advancement of technologies that facilitate digital transformation. Decision-makers accountable for business success must possess a thorough comprehension and expertise about the strategic implications.

E. Challenges of AI on digital entrepreneur among vocational students in

Hebei colleges

A significant obstacle encountered by vocational students in Hebei institutions with regards to AI technology is their restricted comprehension and recognition of its potential. A significant number of vocational students at Hebei colleges lack familiarity with the notion of AI and its applications in the digital entrepreneurship sphere. Their poor comprehension impedes their capacity to successfully utilize AI technology in their entrepreneurial endeavors. Vocational students who lack a comprehensive grasp of AI may encounter difficulties in recognizing potential areas where AI may optimize their business models, enhance operational effectiveness, or facilitate the development of groundbreaking goods or services.

Moreover, the little knowledge among vocational students regarding AI technology hinders their ability to realize the possible risks and difficulties it presents to their business pursuits. Artificial intelligence possesses the capacity to mechanize specific tasks, potentially resulting in the replacement of particular work positions across different industries. In the absence of awareness regarding this potential, vocational students may encounter

difficulties in adjusting their skill sets and business strategies to effectively compete in a marketplace dominated by artificial intelligence. Vocational students must possess a profound understanding of the potential ramifications of AI on their selected industry and be ready to adjust and enhance their skills accordingly.

5. Conclusion

We explored the role of AI as a facilitator for entrepreneurs and illustrated the significant impact that AI has on entrepreneurship. Concretely, we identified four favorable impacts that we also saw as stages of our "AI-enabled entrepreneurial process." Initially, during the "opportunity" phase, artificial intelligence empowers the entrepreneur to generate novel prospects. Furthermore, during the "decision-making" stage, AI empowers the entrepreneur to enhance their predictive abilities, hence facilitating more informed and superior decision-making. Furthermore, during the "performance" phase, AI empowers the entrepreneur to enhance the efficiency and effectiveness of their own organization. Lastly, the inclusion of "education and entrepreneurship activities" expedites the overall process and bridges the divide between entrepreneurship research and practical application.

This study examines the consequences of artificial intelligence on digital entrepreneurs inside vocational students in Hebei colleges. This could be beneficial for researchers, entrepreneurs, and aspiring entrepreneurs who aim to harness the power of AI in entrepreneurial settings. Furthermore, it offers a plan for future investigation, considering the new technological frameworks and difficulties brought about by this revolution. An inherent constraint of this paper is the novelty of the topic, which has resulted in a limited corpus of published research. Nevertheless, this work has the potential to establish a standard for future research in a highly promising subject.

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