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DIGITAL ENTREPRENEURSHIP AS A NEW DIRECTION OF DEVELOPMENT OF UNIVERSITY EDUCATION

Modern economic development is characterized by the active introduction of digital technologies, which significantly transforms business processes, labor markets, and approaches to creating new enterprises. The formation of the digital economy and the spread of Industry 4.0 technologies lead to the emergence of a new business model - digital entrepreneurship, which is based on the use of digital platforms, innovative technologies, and network business models.

In these conditions, universities play a key role in training a new generation of professionals capable of working in a digital environment and creating innovative businesses. However, the modern higher education system does not always keep up with the pace of digital change. Research shows that educational programs often lag behind market needs, and the implementation of digital competencies is slow.

In addition, there is a problem of insufficient integration of entrepreneurship education with digital technologies, which limits students' opportunities to implement their own startups and innovative projects. This necessitates a rethinking of the role of universities as centers for the development of digital entrepreneurship.

The purpose of the study is to substantiate the role of digital entrepreneurship as a new direction in the development of university education and to identify key approaches to the formation of relevant competencies in students.

The study used methods of systemic analysis, generalization of scientific sources, and comparative analysis of modern approaches to the development of entrepreneurship education. The analysis of scientific works has shown that digital entrepreneurship is formed on the basis of the integration of information technologies, innovations and entrepreneurial thinking. In particular, digital platforms significantly change the very nature of entrepreneurial activity, making it more flexible, accessible and globally oriented.

Research shows that digitalization is transforming business models, enabling

companies to create new products and services and streamline management processes. At the same time, it is changing the skills requirements of employees, in particular, increasing the importance of digital skills, creativity and the ability to innovate.

An important aspect is the digital transformation of universities, which includes the introduction of digital technologies into the educational process, the development of online education, and the creation of digital educational platforms. This contributes to increasing the accessibility of education and the formation of new learning formats.

Research also shows that today's students (Generation Z) have different learning needs and expectations, which requires the use of interactive and digital learning methods.

The study found that digital entrepreneurship is one of the key areas of transformation of university education.

Firstly, it was determined that digital entrepreneurship involves the formation of new competencies, including:

- ✓ digital literacy;
- ✓ entrepreneurial mindset;
- ✓ innovativeness;
- ✓ data literacy;
- ✓ digital platform skills.

Secondly, it has been established that the effective development of digital entrepreneurship in universities is possible only if education, science and business are integrated. Such interaction contributes to the creation of innovative ecosystems and the development of startups.

Third, it has been proven that digital technologies are changing the very format of learning. In particular, the widespread use of online courses, simulations, project-based learning, and startup incubators allows for an increased practical focus of education.

In addition, it has been found that digital entrepreneurship contributes to the development of intellectual capital and increases the competitiveness of graduates in the labor market.

At the same time, the following number of problems were identified:

- ✓ insufficient level of digital infrastructure in universities;
- ✓ low level of integration of education and business;
- ✓ lack of practical orientation of teaching;
- ✓ insufficient training of teachers in the use of digital technologies.

Based on the research conducted, the following directions for the development of digital entrepreneurship in university education are proposed:

1. *Modernization of educational programs.* Introduction of courses in digital

entrepreneurship, startup management, digital marketing and innovation.

2. *Development of digital infrastructure.* Creation of digital platforms, online courses, virtual laboratories and startup incubators.

3. *Integration of education, science and business.* Development of partnerships with business, involvement of practitioners in the educational process.

4. *Implementation of innovative teaching methods.* Use of project-based learning, case methods, startup accelerators.

5. *Development of teachers' competencies.* Advanced training in the field of digital technologies and entrepreneurship.

6. *Support for student startups.* Financing innovative projects and creating a favorable environment for entrepreneurship.

Thus, it has been proven that digital entrepreneurship is an important direction in the development of modern university education that meets the requirements of the digital economy. Its implementation contributes to the formation of new competencies, the development of innovative thinking, and the increase in the competitiveness of graduates. Modern universities must transform into entrepreneurial and innovation centers that integrate education, science, and business. This will allow them to effectively respond to the challenges of the digital economy and contribute to the sustainable development of society.

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